

First Why, Then How:

Sustaining Social Media Success With Thoughtful Strategic Plans & Integrated Tactics



**Arizona Office of
Tourism**

03.10.10

Jay Baer

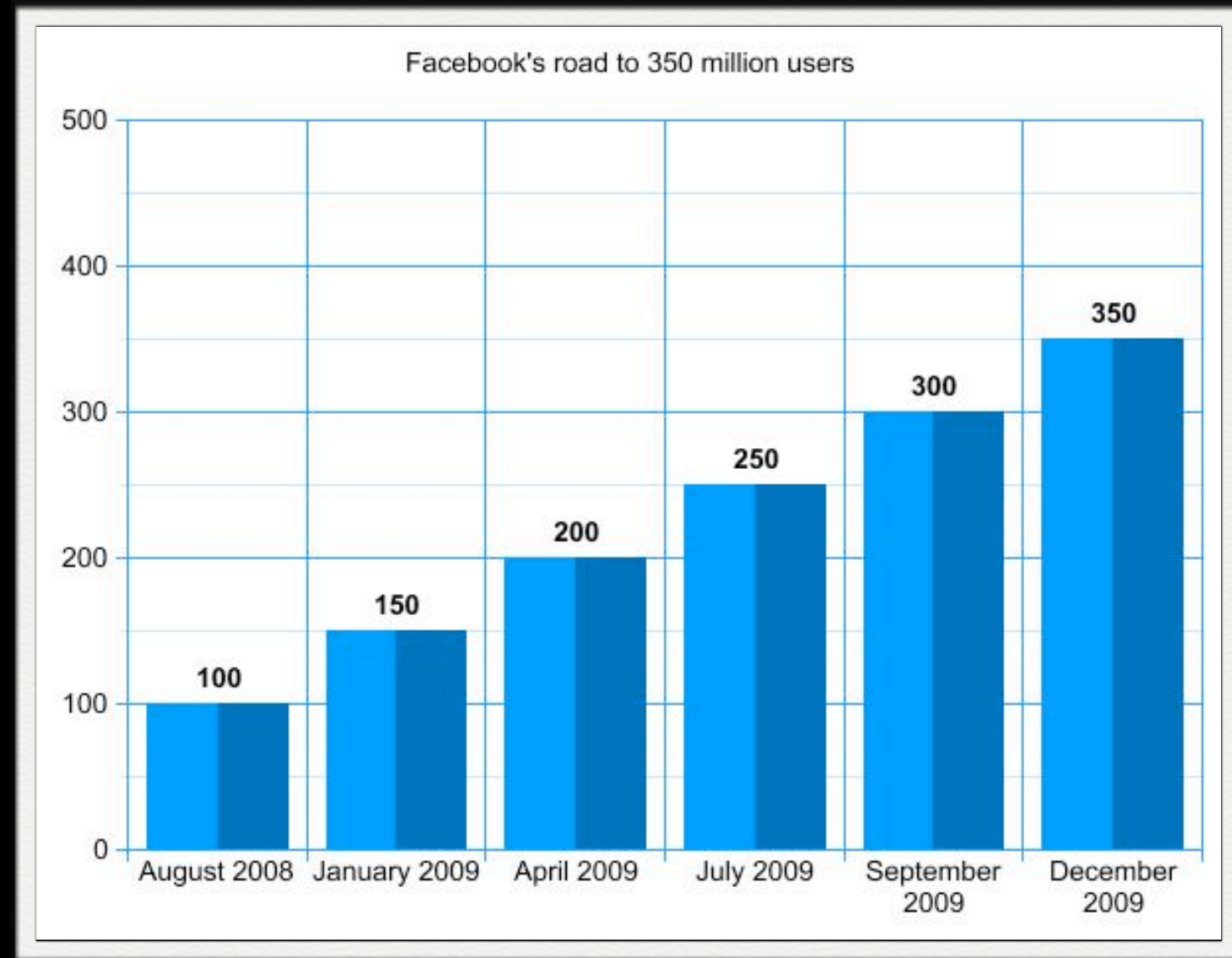
Social Media Strategy

www.convinceandconvert.com

[@jaybaer](https://twitter.com/jaybaer)



I Will Tell You The Truth



Today's Truth



A close-up photograph of several hands of different ages cupping a small green seedling in soil. The hands are arranged in a circle, with fingers pointing outwards, creating a protective cup for the plant. The skin tones and textures vary, suggesting a mix of ages. The seedling has several bright green leaves and a thin stem. The soil is dark and rich. The background is blurred, showing more hands and a warm, golden light.

We're All Teachers

We're All Students



Contents

Why Social Media?

Developing a Social Media Strategy in 8 Steps

<break>

Integrating Social Media

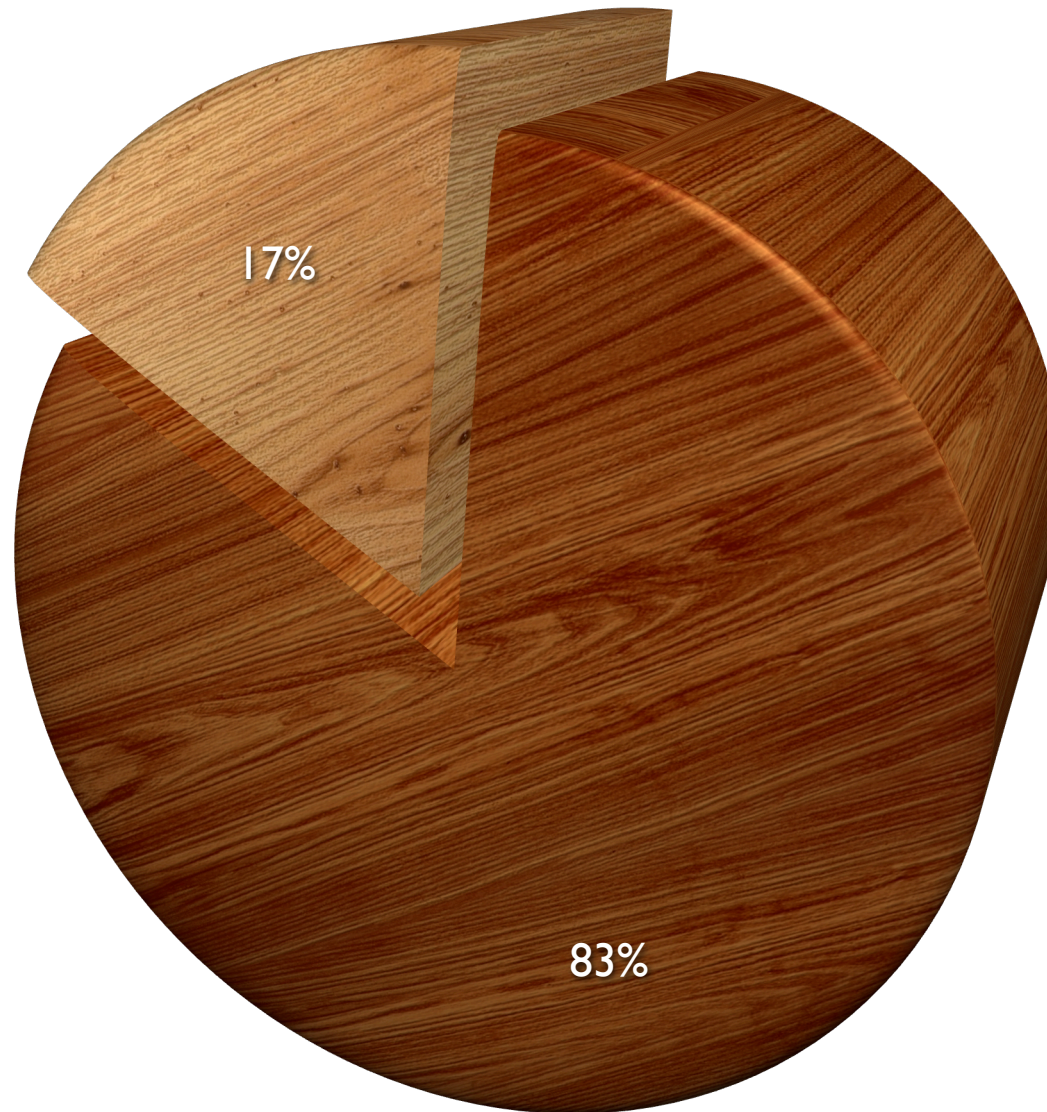
- Social + Email
- Social + Advertising
- Social + Events

5 Ways to Use Social Media

- PR & Influencer Outreach
- Campaigns, Apps, & Mobile
- Inbound Marketing & Thought Leadership
- Brand Communities
- Social CRM and Humanization



Social Media is Pervasive



Active



Inactive



The World According to Social Media


China

India

facebook

United States



A man with dark hair and a mustache is holding a vintage camera up to his eye. The camera is silver and black, with 'Traveler 8T' printed on the front. He is wearing a dark shirt. The background is a plain, light-colored wall.

The People Will Be Heard

**20 Hours of Video
Uploaded to YouTube**

Every Minute



3 Billion Photos Uploaded to Facebook

Every Month





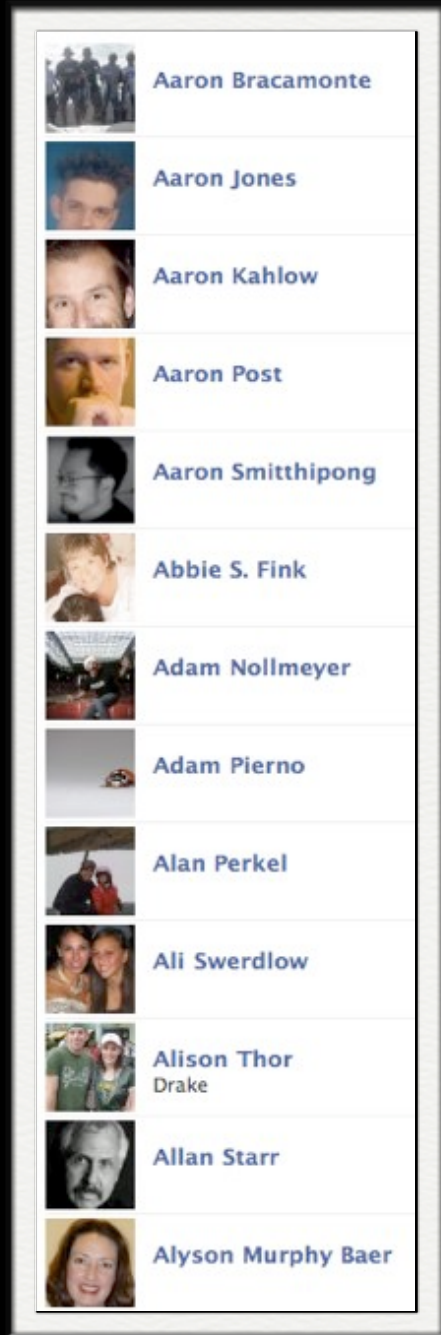
2 Million Tweets
Per Hour





Social Media Gives Consumers Power





In Their Personal Relationships, Weakened by Time Pressure

"My relationships are no longer dictated by geography or circumstance."

-- Amber Naslund



And in Relationships with Brands

Google Sidewiki

These entries may be less useful. Click an entry to tell us what you think. [Learn more](#)

Entries about the entire page:

[David Lukes](#) - Nov 24, 2009

Typical Greedy Corp.

Marriott is just like all the other greedy corps out there. Had to make a reservation online several months back and now after 5 times trying to unsubscribe from their bombardment of their emails and affiliates they just ignore there own Unsubscribe Form. Like I said GREEDY.

Useful? [Yes](#) (0) [No](#) (2) [Report abuse](#) [Share](#)

Home | [Change/Cancel Reservations](#) | [Español](#)

EXPLORE & PLAN | MEETINGS & EVENTS | MARRIOTT REWARDS

20% off weekends

hotel deals

packages

GLOBAL RATE

meetings & events

find hotel deal meeting space

City or Airport Code

State (USA only) Country

Check-in date (mm/dd/yy) Check-out date (mm/dd/yy)

No. of rooms Guests/room

Marriott Rewards number

☐ Use Marriott Rewards points

☐ Special Rates & Awards

☐ Hotels by Brand

Our Best Rates, Guaranteed [plus more](#) [Advanced search](#)

Shop Marriott
Bed, bath, décor. Bring luxury home »

Bill Marriott's Blog

Spirit to Preserve



Social Media is Word of Mouth on Steroids



Social Media Isn't a Conversation



It's Where the Conversation Takes Place



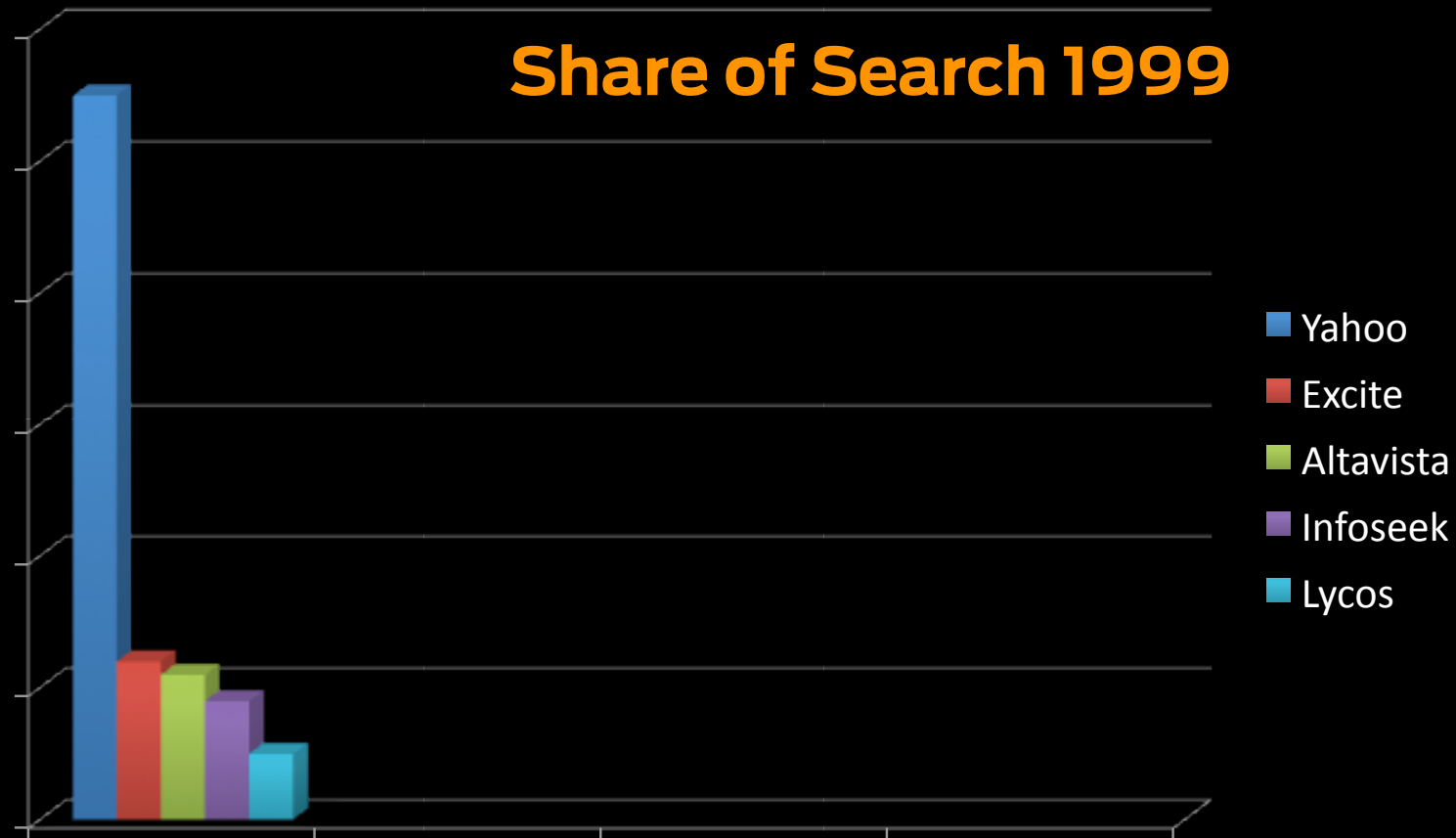
THE CONVERSATION PRISM

Brought to you by Brian Solis & JESS3



Worry About the Tools Last, Not First

Tools Change. Always.



7 Step Process

Build Your Team

Listen

What's the Point?

Analyze Audience

Find Your One Thing

Select Outposts

Pick Metrics



1. Build an Ark



Get on Board





**Do Not
Use Force**

**Passion
Trumps
Position**



A yellow sticky note is clipped to the top of a lined notebook. The note has the words "To Do" and "List" written in black ink, with a horizontal line under "List". The notebook has light blue horizontal lines and a vertical red margin line. A silver metal clip holds the note in place.

To Do
List

Set Timelines





Gather
Data



Data to Seek

Customer Characteristics

Current Social Metrics (if any)

Web Metrics

Business Metrics



2. Listen



Free Listening

socialmention Blogs Microblogs Bookmarks Comments Events Images News Video Audio Q&A All

Search [Advanced Search](#) [Preferences](#)

jaybaer

0% strength 11:1 sentiment

32% passion 23% reach

2 days avg. per mention

last mention 5 days ago

34 unique authors

Mentions about jaybaer

Sort By: Results: Results 1 - 15 of 73 mentions.

19 Top Takeaways from B2B Forum | Integrated Marketing and Media ...

I'm Jay Baer. I'm a social media strategy consultant and trainer for public relations firms and leading corporations. I've worked with more than 700 companies (and 2 ...

www.convinceandconvert.com/integrated-marketing-and-media/19-top-b2b-marketing-tips/ 5 days ago - by Jason Baer on [google_blog](#)

Jason Baer (jaybaer) - Chat Catcher

Twitter Comment by jaybaer (Jason Baer). 2009-06-10T13:23:33. 19 Top Takeaways from B2B Marketing Forum. #mpb2b [link to post]. - Posted using Chat Catcher ...

chatcatcher.com/item/67089 5 days ago - by jaybaer (Jason Baer) on [google_blog](#)

seems like I check it less & less everyday RT @jaybaer is email

paco_belle (Scott Duehlmeier) paco_belle: seems like I check it less & less everyday RT @jaybaer is email dead? Twitterati Says "No." 6 findings from Twitter poll htt...

chatcatcher.com/item/64815 7 days ago - by paco_belle (Scott Duehlmeier) on [google_blog](#)

Jason Baer (jaybaer) - Chat Catcher

Twitter Comment by jaybaer (Jason Baer). 2009-06-08T14:20:06. Is email dead? Twitterati Says "No." 6 findings from Twitter poll. [link to post]. - Posted using Chat ...

chatcatcher.com/item/64812 7 days ago - by jaybaer (Jason Baer) on [google_blog](#)

Top Keywords

media	15
marketing	12
social	11
email	11
twitter	10
baer	8
helps	8
jason	7
rich	7
richer	7

Top Users

jaybaer (Jason Baer)	15
----------------------	----

Google Blog Search

Search [Search Blogs](#) [Search the Web](#) [Advanced Blog Search](#) [Preferences](#)

Top Stories

Politics
US
World
Business
Technology
Video Games
Science
Entertainment
Movies
Television
Sports

Google Book Search Agreement

Google Blogoscooped - Technology - 6 hours ago

Google scans many books for their book search program but you can't access everything due to copyright restrictions. Now after years of discussion Google struck a deal with the Authors Guild and Association of American Publishers.

First Impressions of the Google Books Settlement - Dan Cohen's Digital Humanities Blog

Google Reaches Settlement With Authors and Publishers Over Google Book Search - EFF.org Updates

Google Settles Book Search Copyright Litigation For \$125 Million, Paves Way For Novel Services - searchengineland.com

[all 99 blogs](#)

McCain Calls For Ted Stevens To Step Down

Firedoglake - Politics - 7 hours ago

In a statement released today, Sen. John McCain has called for recently convicted Sen. Ted "Toobz" Stevens to step down: Yesterday, Senator Ted Stevens was found guilty of corruption.

Palin calls for Stevens to resign - CNN Political Ticker

McCain & Palin Call For Stevens To Quit - Joe. My. God.

McCain to Ted Stevens: Quit Senate - The Swamp

[all 162 blogs](#)

twitter

See what's happening — right now.

jason baer [Advanced Search](#)

Trending topics: [Halloween](#), [#pdc2008](#), [#fc08](#), [Fallout 3](#), [#blogwell](#), [Joe](#), [Plumber](#), [iPhone](#), [PDC](#), [Windows 7](#)

Are you following this election? [Check out Twitter E08!](#)

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Connecting Communities through Search

Message Board Search Custom Search

Posts Topics Forums Images Videos Twitter Imdb

[Advanced search](#)

Browse popular internet

Videos
Movies
News
Press Releases
Instructions
Articles

Browse top internet

Sites
Domains
Topics
Projects

The most popular videos message boards are linking to now.

Wassup 2008 120 new links from 75 sites to this video

I Invented The Internet (Ep. 6: October Surprise) 173 new links from 73 sites to this video

RickRoll D 202 new links from 71 site to this video

Terry Tate: Reading Is Fundamental 110 new links from 63 sites to this video

The ultimate Lambo garage 93 new links from 63 sites to this video

Barney Frank: Plenty of rich people that we can... 100 new links from 62 sites to this video

[More popular internet videos...](#)

backtype People Comments [Login or Create Account](#)

Find, follow and share comments on the web [LEARN MORE](#)

BackType Alerts — receive updates whenever a search term is mentioned in a comment

Search People

Search Comments

HIGHLIGHTS

Dave McClure on NuConomy Studio Leaves Private Beta, Aims To Redefine Web Analytics	1 hour ago
Chris Brogan on How Corporates Should View Comment Policies	2 hours ago
Om Malik on Opinion: Corporate Morality Is Not a Group Effort	2 hours ago
Fred Wilson on Glue: A Social Net That Lives In Your Browser	3 hours ago
Michael Arrington on Facebook Connect Launch Scheduled For November 30	3 hours ago
Jeffrey Zeldman on Fast high-speed access for NYC internet professionals	3 hours ago
Brian Clark on Another Reason to Buy Thesis Theme	5 hours ago
Guy Kawasaki on Winning the Web on Alltop - A New Milestone?	6 hours ago
Jason Calacanis on Ten Comments You Think Are Cool And Insightful But Aren't	6 hours ago
Mathew Ingram on Google: Start up those book scanners!	7 hours ago

Sign Up

Give your comments a home where they can be discovered, followed and shared

LOGIN

Username or E-mail

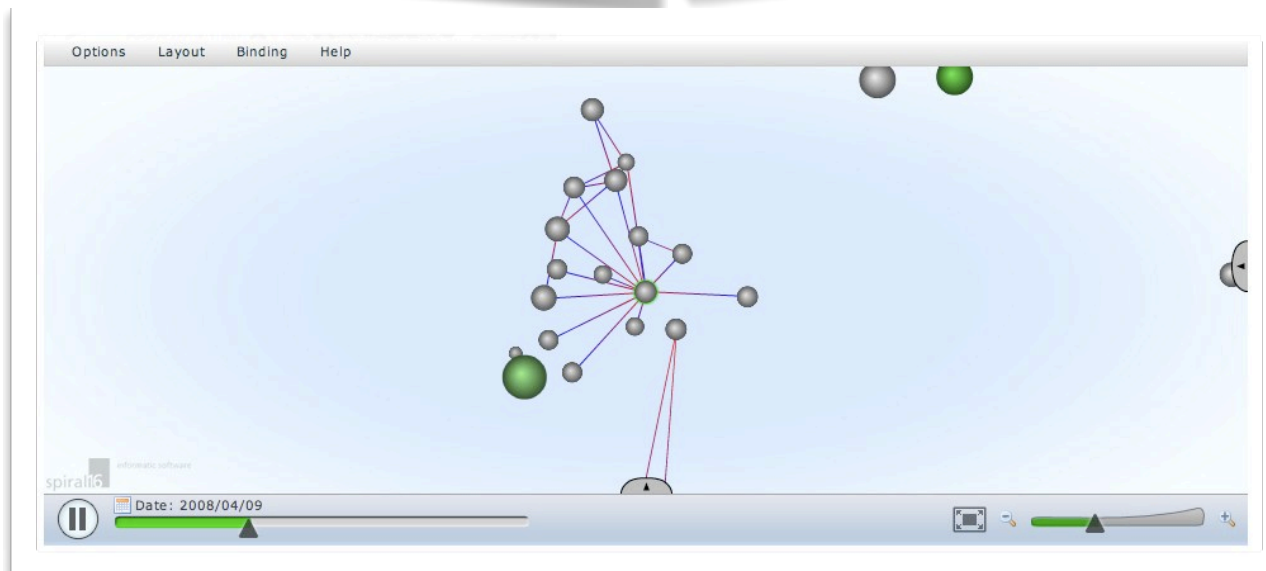
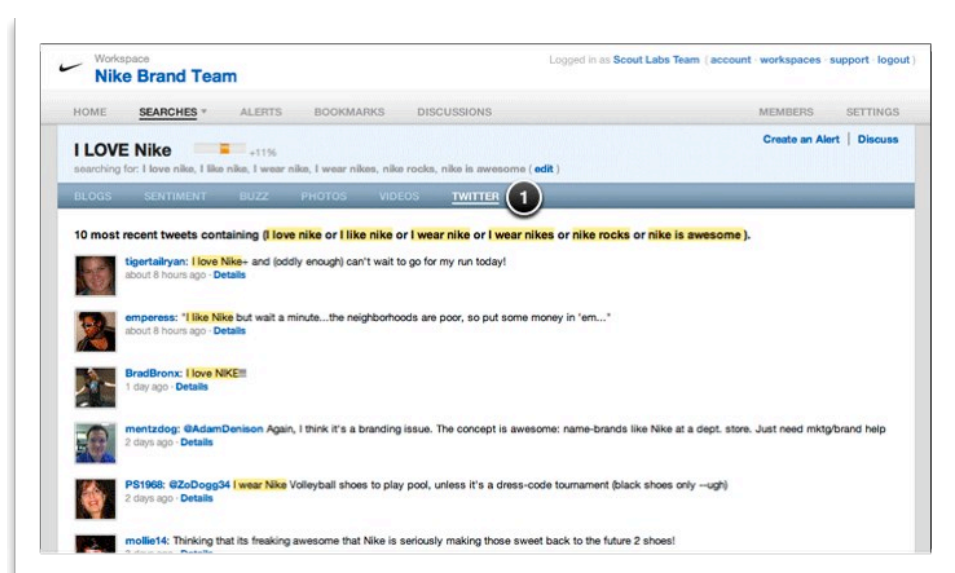
Password

[Forgot password?](#)

[G](#) [Y](#) [F](#) [D](#) [T](#)



Advanced Listening



Listening Queries

What's Being Said About Us?

What's Being Said About Competitors?

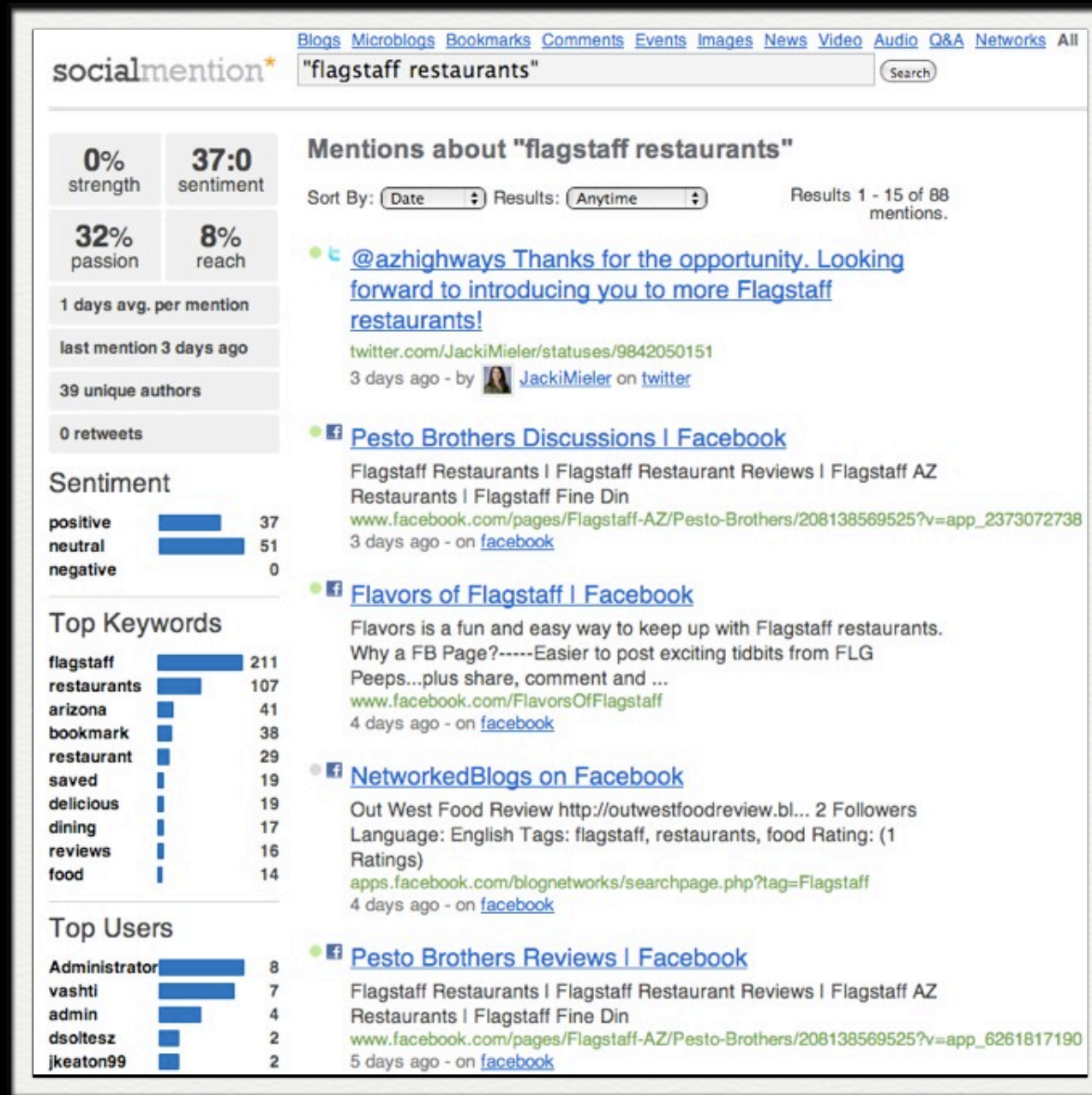
What's Our Sentiment & Share of Voice?

Who's Saying It?

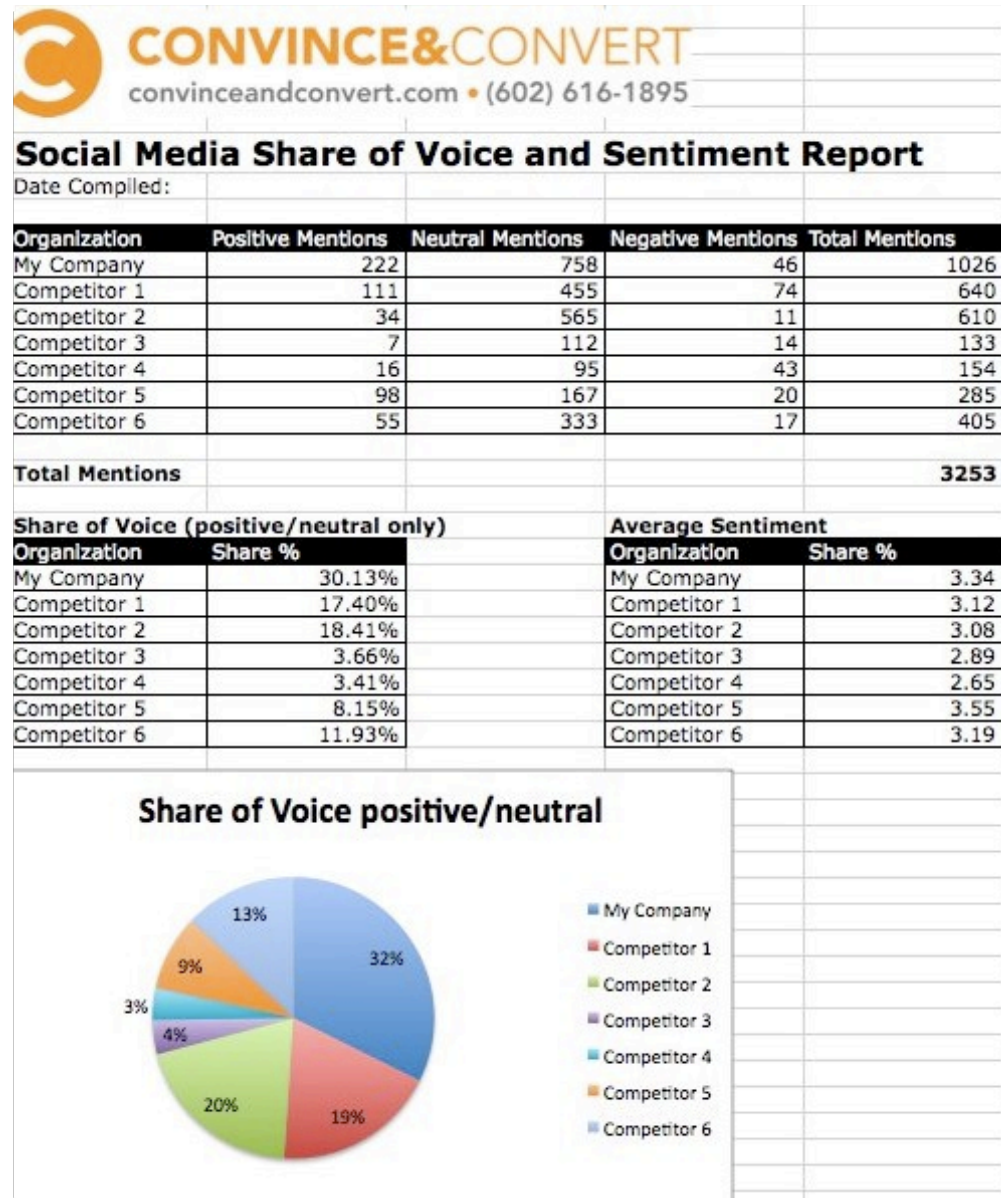
Where Are They Saying It?



Lots of Chatter - socialmention.com

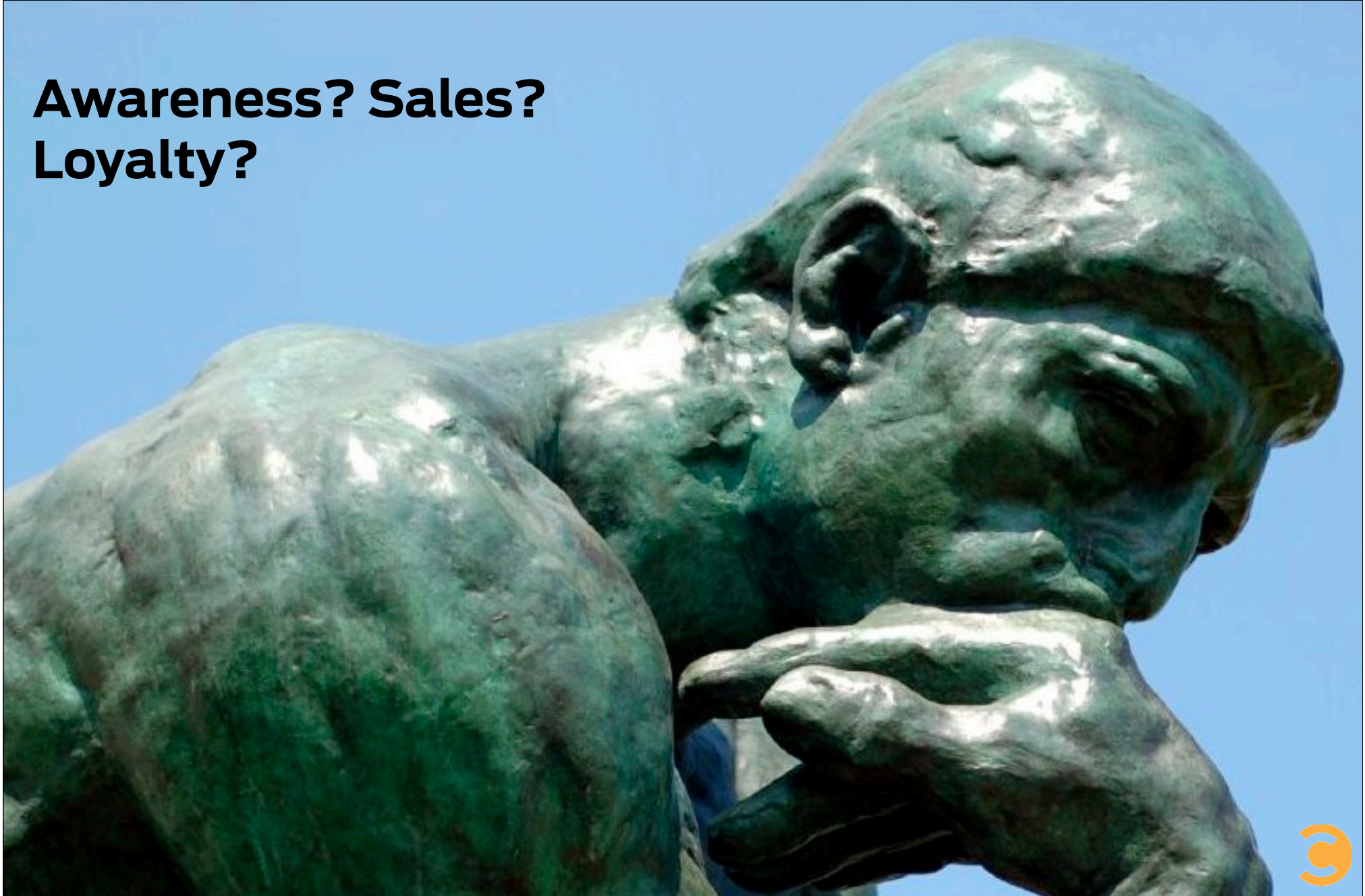


Free Listening Worksheet

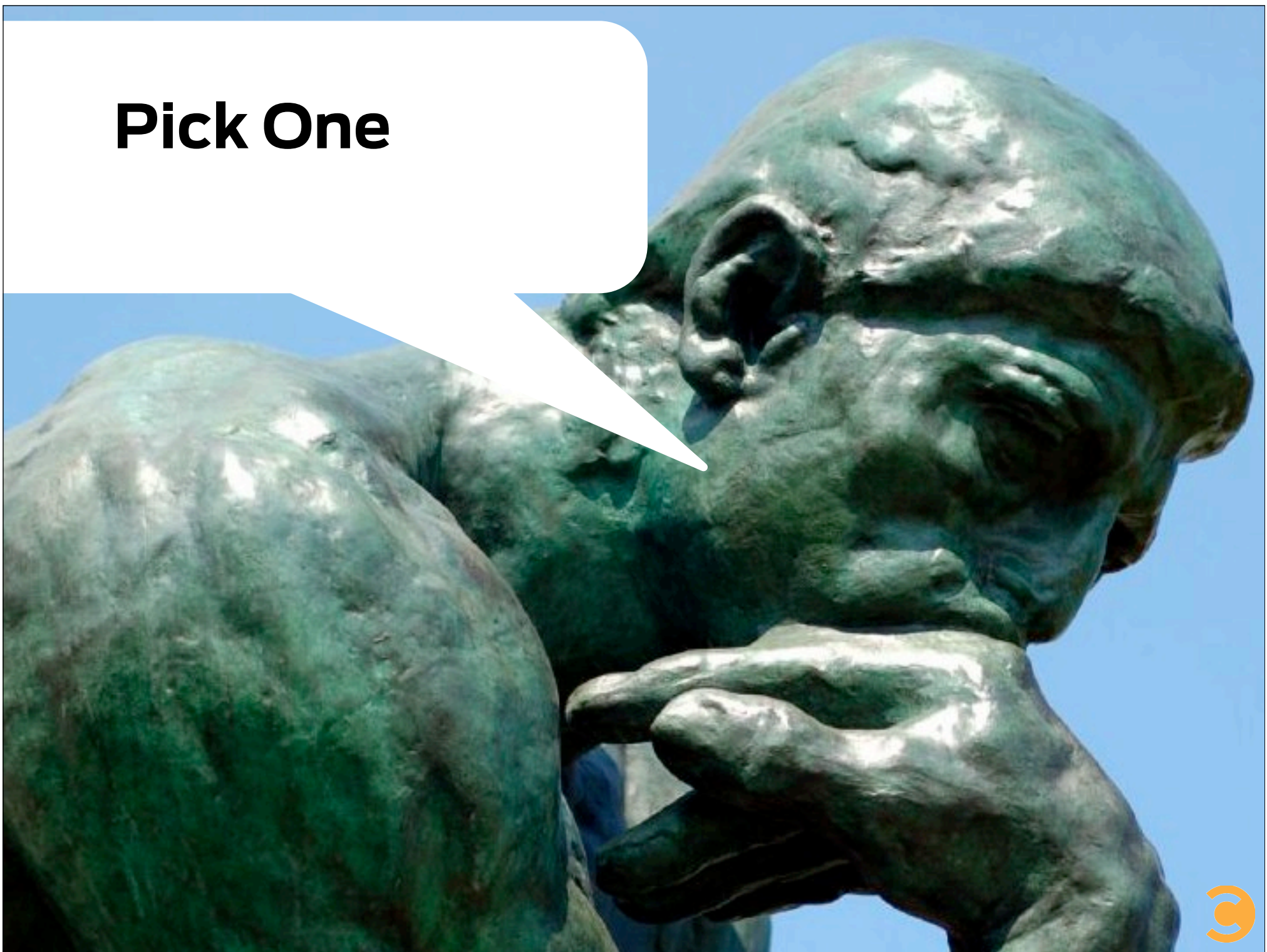


3. What's the Point?

**Awareness? Sales?
Loyalty?**



Pick One





4. Analyze Audiences





**Age
Gender
Geography**

Who Are They?



A high-angle photograph of a group of 15 young adults, approximately 18-25 years old, standing in a circle on a lush green grassy field. They are all holding hands, forming a continuous loop. The group is diverse in appearance, with various hairstyles, clothing styles, and ethnicities. The text "What Relationship Do They Have With Your Brand?" is superimposed in the center of the image in a bold, black, sans-serif font. The overall mood is positive and communal.

**What Relationship Do They Have
With Your Brand?**



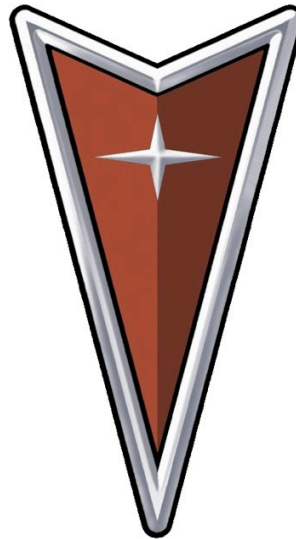
Nothing

Aware, No
Action

Single
Action

Repeat/
Enthusiasts

Advocates



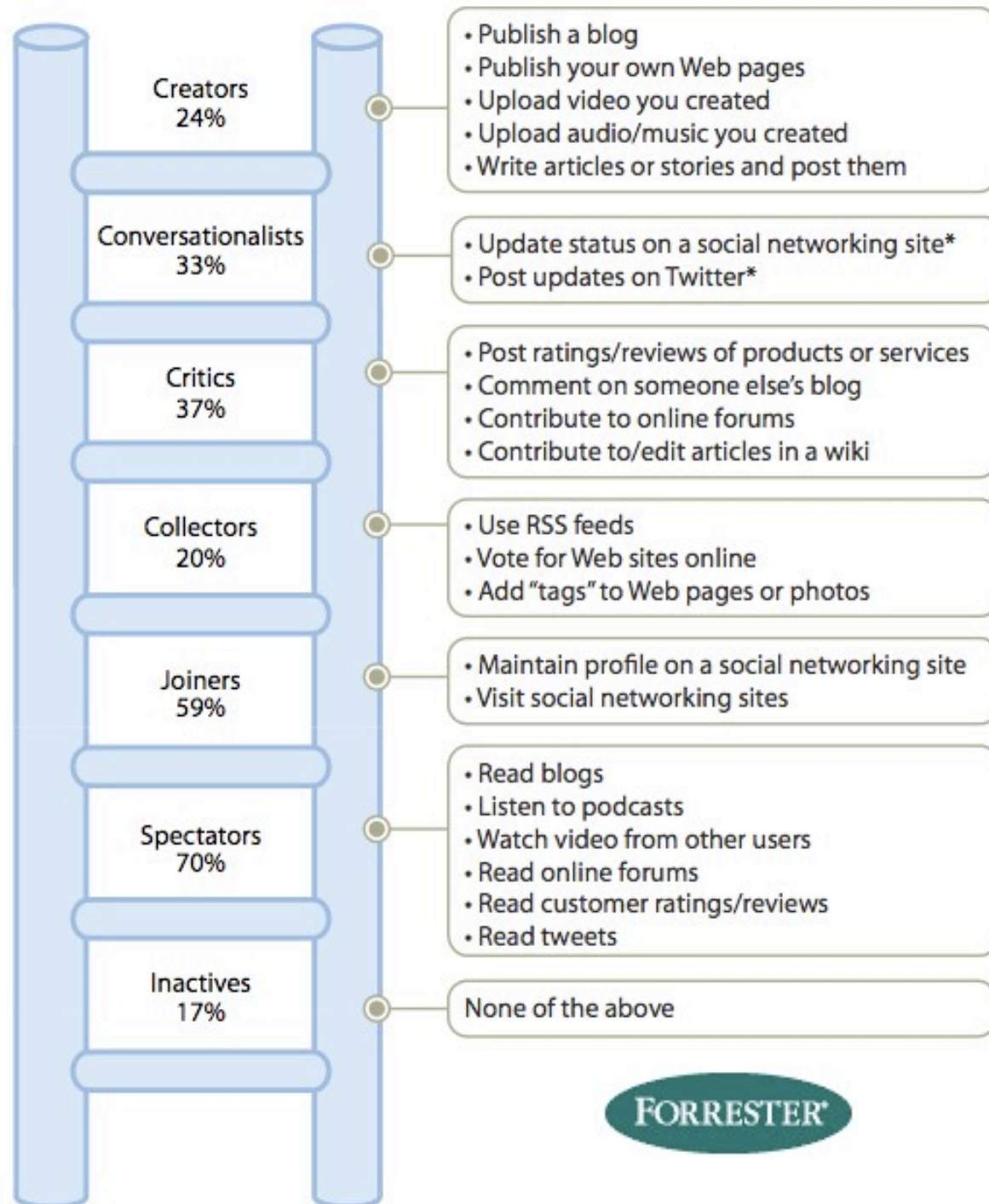


Pick Up to Two, Adjacent



How Do They Use Social Media?

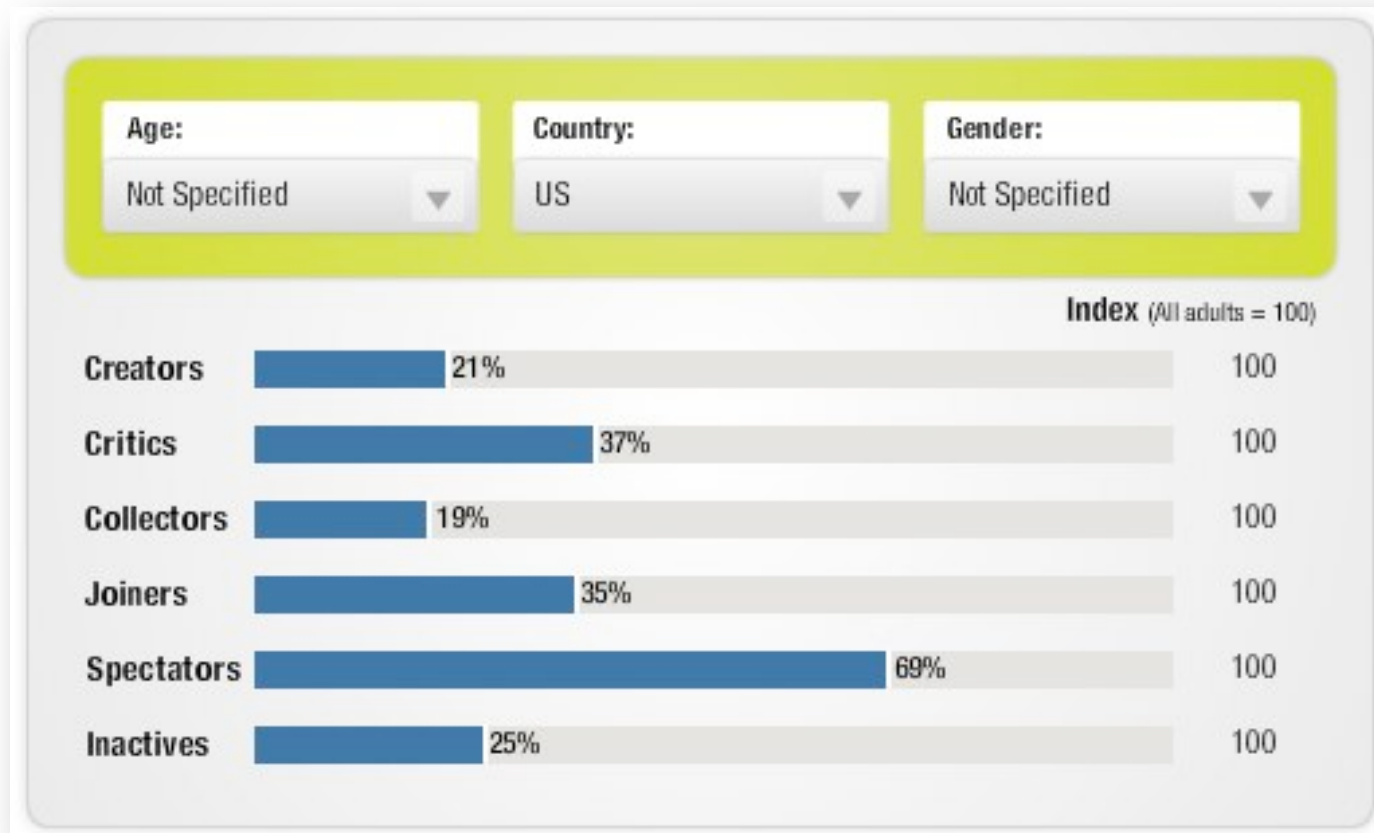




FORRESTER



Map Demographics to Social Technographics





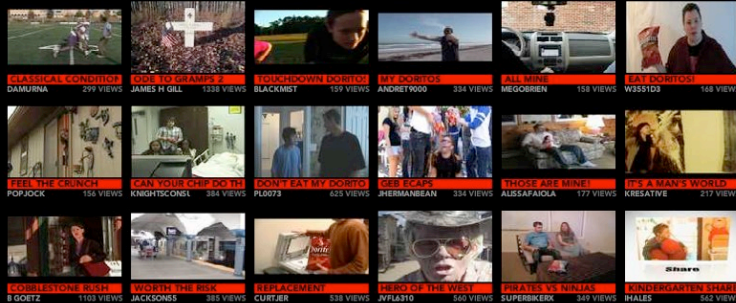
We're Not All Spielberg



GALLERY

19 - 36 OF 1961

Sort by: ★ MOST RECENT ♥ MOST VIEWED > BY TITLE > BY DIRECTOR > ALL SUBMISSIONS



◀ PREV ▶ NEXT

1,961 Entries

Doritos
PRESENTS
**THE CRASH
SUPER BOWL**
TAKE THE TOP SPOT

CONTEST INFO TOOLBOX FORUM SUBMIT VIDEO GALLERY

PRIVACY POLICY / TERMS OF SERVICE / PHOTO-LAY PRIVACY POLICY / OFFICIAL RULES / VOTE AND WIN RULES / CONTACT US

300 Entries

[HOME](#)
[CONTESTS](#)
[FOR BRANDS](#)
[BLOG](#)

THE JUDGES HAVE SPOKEN!
CONGRATULATIONS TO THE GRAND PRIZE WINNER!

TOP 3 VIDEOS

0 votes	
0 votes	
0 votes	

Want your video up here?
Visit on getting more votes >

By Clicking on any of these links you are leaving jimbeam.com. Their terms and conditions apply.

The Judges have selected Jeff Schmale from Bel Air, MD as the Grand Prize Winner of Jim Beam's "The Ramble" Contest.

Thanks to everyone who entered the contest and visit [JimBeam.com](#) for more info on Jim Beam.

Contest Details

Next Steps

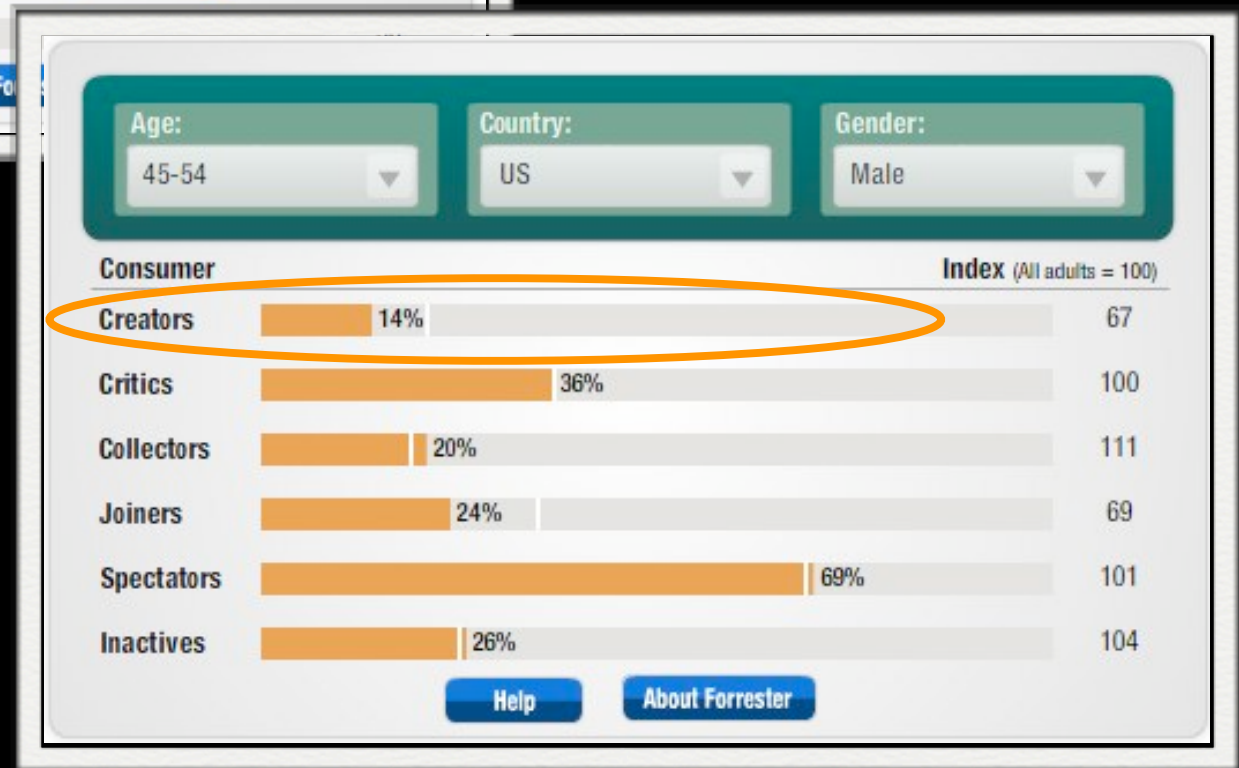
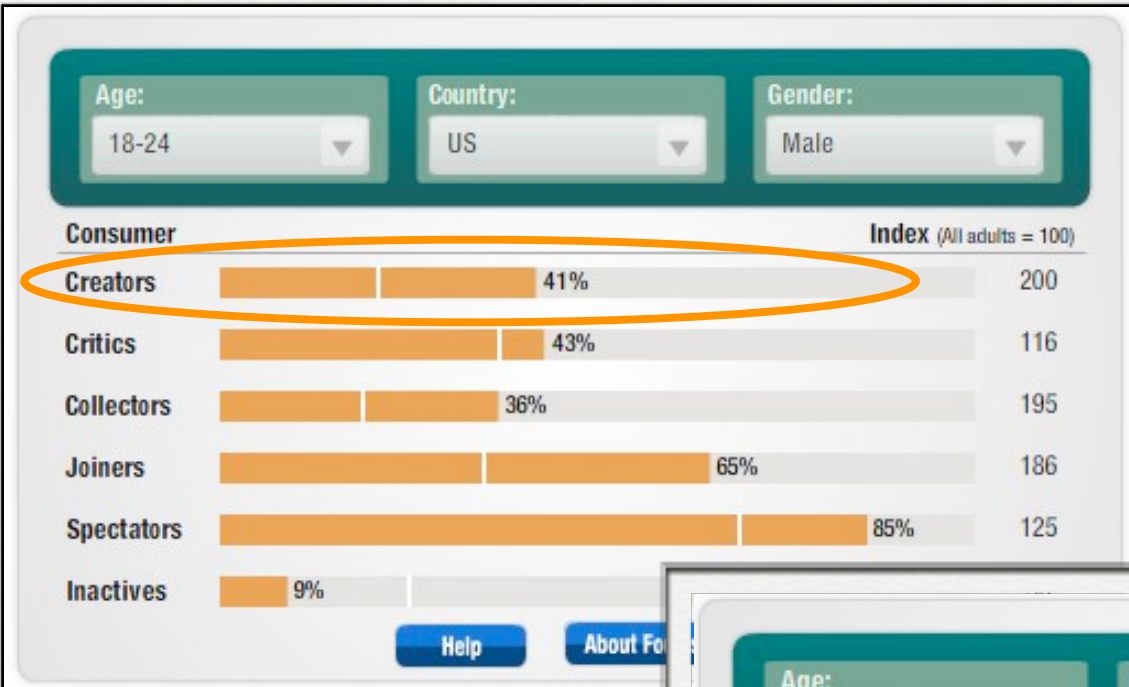
Jim Beam is thrilled to congratulate Jeff Schmale from Bel Air, MD for his video "The Ant Party". He has won \$25,000, a luxurious Las Vegas getaway for three (3), and will have his video featured on [JimBeam.com](#)! Congrats to our runner-ups Oren Brimer for "The Boss," Joseph Binetti for "The Culture Gap," and Mark Lovell James for "The Eco-Tragedy"! They have all won one (1) Sony® HDR CX-12 digital video camera.

All Videos

Most Recent | Most Votes | Most Viewed

<p>The Culture Gap (Runner Up)</p> <p>0 votes</p> <p>VOTE</p> <p>The Egg (Best Story Winner)</p>	<p>viewed 1443 times</p> <p>Submitted 3 months ago by babinella</p>
---	---





5. What's Your One Thing?



**Your carefully crafted
brochure copy
filled with
bullet points
about
product
features and
benefits**

Does NOT Make This Happen...





**Passion is the Gasoline of
Social Media. Find Your One Thing
and Make People Feel It.**



It's Not About Ketchup

It's About Where Ketchup Comes From

The image shows a digital interface for the Heinz 'Talk to the Plant' experiment. At the top left, a tomato vine with a red tomato and green leaves extends across the frame. In the center, the Heinz logo is above the text 'TALK TO THE PLANT' and 'THE INTERACTIVE KETCHUP GROWING EXPERIMENT'. On the right, the Heinz logo is again, followed by links: 'ABOUT THE EXPERIMENT', 'SPREAD THE EXPERIMENT', 'HOW WE GROW KETCHUP', and 'BEHIND THE SCENES BLOG'. Below these are flags for 'HEINZ IN YOUR COUNTRY' (Denmark, Finland, Norway, Sweden) and a green button labeled 'DOWNLOAD: EXPERIMENT RESULTS'. The main area features two computer monitors. The left monitor shows a tomato plant in a pot with a clock overlay. Below it is a sign that reads 'TEST PLANT' and 'TIME ZONE: SWE GMT +1H'. The right monitor shows a similar plant. Below it is a sign that reads 'REFERENCE PLANT'. Between the monitors is a digital display showing 'NUMBER OF LOVE MESSAGES SENT: 0 19530'. At the bottom, there is a text input field with the placeholder 'TYPE YOUR ENCOURAGING WORDS HERE.', a 'SEND' button, and a 'CHOOSE VOICE' button. To the right of the input field is a button that says 'READ ALL ABOUT IT'. Below the input field, there is a note that says 'was THIS A REAL, LIVE BROADCAST EXPERIMENT.' and a link to 'BEHIND THE SCENES BLOG: WEEK 7 - HELLO 2009'. In the bottom right corner, there is an orange circular logo.

Heinz

ABOUT THE EXPERIMENT
SPREAD THE EXPERIMENT
HOW WE GROW KETCHUP
BEHIND THE SCENES BLOG

HEINZ IN YOUR COUNTRY:
[Denmark] [Finland] [Norway] [Sweden]

DOWNLOAD:
EXPERIMENT
RESULTS

TEST PLANT
TIME ZONE:
SWE GMT +1H

NUMBER OF LOVE
MESSAGES SENT: 0 19530

**REFERENCE
PLANT**

TYPE YOUR ENCOURAGING WORDS HERE.
CHOOSE VOICE

SEND

was
THIS A REAL, LIVE
BROADCAST EXPERIMENT.

READ ALL ABOUT IT

BEHIND THE SCENES BLOG: WEEK 7 - HELLO 2009

It's Not About Clothes It's About the People That Wear Them

facebook

Home Profile Friends Inbox 229

Jay Baer Settings Logout



Add to My Page's Favorites

Suggest to Friends

Text FRIEND to 87812 to join the maurices Mobile Style Club.

Join now and receive 20% off a regular priced item along with other exclusive offers and special updates! Click here to learn more: <http://bit.ly/4v1CXs>

Fans

6 of 49,908 fans See All



Emily Prigodich



Amanda Johnson



Julie Angile Bernard



Vanessa Brundidge



Charisse Lynn Platz



Leona Taylor

maurices

Become a Fan

Wall Info Photos Notes YouTube Discussions >>



maurices Did you know that MEN were actually the first to wear jewelry? Yep, they wore it as a status symbol and as good luck amulets to aid them in battle. Personally, we like what women have done with jewelry since. :) 2 hours ago

24 people like this.

View all 29 comments



Jennifer Blacho Gibson I wish they would carry both Plus and Mens clothing! We have NO good clothing places for guys here. :(43 minutes ago · Report



Heather McKee Tucker I loved when they carried men's clothing! Maurices is one of the few clothing stores where we live. It was the only local place I could buy 32" x 36" pants for my husband. 29 minutes ago · Report



Jillene Wilson Maurices is the best store in Greenfield! 3 hours ago · Report



maurices Our new poll is up! Will you be watching the SAG awards this weekend?

The 16th Annual SAG Awards are this weekend! Who was your favorite actress this year?

option 1: Sandra Bullock (The Blind Side)

option 2: Helen Mirren (The Last Station)

option 3: Carey Mulligan (An Education)

option 4: Gabourey Sidibe (Precious)

option 5: Meryl Streep (Julie & Julia)

3 hours ago via Poll · Create a Poll

Sandy Johnson likes this.

View all 26 comments



Lindsay Meyer Meryl! She is a diva of the screen and

Finding the One Thing Isn't Easy



Brand Anthropology

Don't Think - Listen & Watch
Ask Your Customers
Ask Your Agency



Social Media is About People, Not Logos



How Will You Be Human?



Sometimes an Employee is the Star

The screenshot shows a YouTube channel page for 'TEPPANYAKI reubdog3@mac.com'. The channel banner features a chef in a black uniform practicing teppanyaki in a kitchen. The video player shows the same chef performing a trick. The video title is 'Reuben stoller Teppanyaki Hibachi practice', uploaded by 'reubdog3' on August 10, 2008, with 1,008 views. The video has 3 ratings, all 5 stars. The channel has 13 uploads, including 'Reuben stoller Teppanyaki Hibachi practice' (1,008 views), 'COMMERCIAL' (110 views), and 'Arizona Teppanyaki Style' (356 views). The channel also has 38 favorites, including 'Japanese hibachi chef part 2' (1,048 views). The page includes a search bar, navigation links (Home, Videos, Channels, Shows), and a 'Subscribe' button.

YouTube Broadcast Yourself™ [Create Account](#) or [Sign In](#)

[Home](#) [Videos](#) [Channels](#) [Shows](#) [Subscriptions](#) [History](#)

TEPPANYAKI reubdog3@mac.com [All](#) [Uploads](#) [Favorites](#) [Playlists](#)

Reuben stoller Teppanyaki Hibachi practice 3 ratings ★★★★★

From: reubdog3 | August 10, 2008 | 1,008 views
Reuben Stoller practicing new tricks at Sakura

[View comments, related videos, and more](#)

Uploads (13)

- Reuben stoller Teppanyaki Hibachi practice**
1,008 views - 1 year ago
- COMMERCIAL**
110 views - 11 months ago
- Arizona Teppanyaki Style**
356 views - 1 year ago

[see all](#)

Favorites (38)

- Japanese hibachi chef part 2**
1,048 views

DUNGEONS & DRAGONS ONLINE
UNLIMITED FREE PLAY
Free Download **PLAY NOW!**

www.DDO.com Ads by Google



Maybe Everyone Takes a Turn

twitter.zappos.com
powered by twitter, Zappos.com, clothing and you.


























[Follow the Zappos.com CEO on Twitter!](#)

[Zappos Public Mentions](#) | [Employee Tweets](#) | [Employee TweetPics](#) | [Employees Who Twitter](#)

[Beginner's Quick Start Guide and Tutorial to Using Twitter](#)

436 Zappos employees are on Twitter!

Are you a Zappos employee that uses Twitter?
Send Tony an email with your Twitter user name to be seen here!

 zappos Twitter Rank #1 (995931 followers)	 zappos fly Twitter Rank #2 (17000 followers)	 zappos alfred Twitter Rank #3 (9045 followers)	 electra Twitter Rank #4 (5441 followers)	 inside zappos Twitter Rank #5 (3033 followers)
 Zappos George Twitter Rank #6 (2281 followers)	 Zappos Fred Twitter Rank #7 (2245 followers)	 krianbalma Twitter Rank #8 (1936 followers)	 Zappos Service Twitter Rank #9 (1922 followers)	 Zappos tid Twitter Rank #10 (1876 followers)
 macknuttie Twitter Rank #11 (1811 followers)	 Zappos JimGreen Twitter Rank #12 (1668 followers)	 zappos sole_man Twitter Rank #13 (1638 followers)	 skimshady Twitter Rank #14 (1587 followers)	 24lbsofBoost Twitter Rank #15 (1477 followers)
 ZapposKelMo Twitter Rank #16 (1417 followers)	 BRETT HOUCHIN Twitter Rank #17 (1414 followers)	 Zappos DRob Twitter Rank #18 (1258 followers)	 makenai Twitter Rank #19 (1180 followers)	 crunchybugs Twitter Rank #20 (1138 followers)
 chelle1014 Twitter Rank #21 (1103 followers)	 LynnSmiles Twitter Rank #22 (1068 followers)	 plaz Twitter Rank #23 (1033 followers)	 BigLB Twitter Rank #24 (1010 followers)	 rachelnator Twitter Rank #25 (994 followers)



Maybe Your Customers are the Star

The screenshot shows the Western River Expeditions website. The top navigation bar includes links for HOME, FREE DVD, PHOTOS & VIDEO, RATES & DATES, CONTACT US, and CHECK AVAILABILITY, along with a search bar. The main banner features the company logo (a 'W' in a circle with 'WESTERN RIVER EXPEDITIONS EST. 1961' below it) and the text 'BEST RAFTING VACATIONS IN THE WEST' over a background image of a river with people rafting. A sidebar on the left contains several sections: a phone number '866-904-1160', 'Choose Your Destination' (listing Grand Canyon Rafting, Utah Rafting, and Idaho Rafting), 'Choose Your Fit' (listing Family Vacations, Couples Adventures, Group Rafting Trips, Solo Travelers, and First Time Rafting), 'Choose Your River' (listing Colorado River Rafting, Green River Rafting, Salmon River Rafting, and Snake River Rafting), a 'FREE DVD & CATALOG' button with 'CLICK HERE', 'SHOP FOR GEAR', 'GUEST REVIEWS OVER 1,200 REVIEWS', and a 'Join the community!' link. The main content area has a 'Welcome To Our Guest Reviews' section, followed by 'Read Trip Reviews' and 'See What Our Guests Have to Say'. Under 'Read Trip Reviews', there is a section for 'Cataract Canyon 2, 4 and 6 Day Reviews' featuring two testimonials: one from Glenn Clinton - Bermuda and another from John Winters - Brodhead, WI. To the right of the testimonials is a video player showing a man and a woman smiling, with a play button and a progress bar indicating 04:13.

» HOME » FREE DVD » PHOTOS & VIDEO » RATES & DATES » CONTACT US » CHECK AVAILABILITY search

WESTERN
RIVER EXPEDITIONS
EST. 1961

» 866-904-1160

» Choose Your Destination
Grand Canyon Rafting
Utah Rafting
Idaho Rafting

» Choose Your Fit
Family Vacations
Couples Adventures
Group Rafting Trips
Solo Travelers
First Time Rafting

» Choose Your River
Colorado River Rafting
Green River Rafting
Salmon River Rafting
Snake River Rafting

**FREE DVD
& CATALOG**
CLICK HERE »

» SHOP FOR GEAR

» GUEST REVIEWS
OVER 1,200 REVIEWS

Join the community!

BEST RAFTING VACATIONS IN THE WEST

Welcome To Our Guest Reviews

Read Trip Reviews

Read what our guests have to say about Western River Expeditions trips! Click on one of the boxes below to expand/collapse the reviews for each trip.

Cataract Canyon 2, 4 and 6 Day Reviews

Glenn Clinton - Bermuda
Josh, Tex and Cari worked tirelessly to ensure our experience was perfect, whilst suffering through throat ailments in silence. They are a credit to your organization. The entire trip was fabulous.

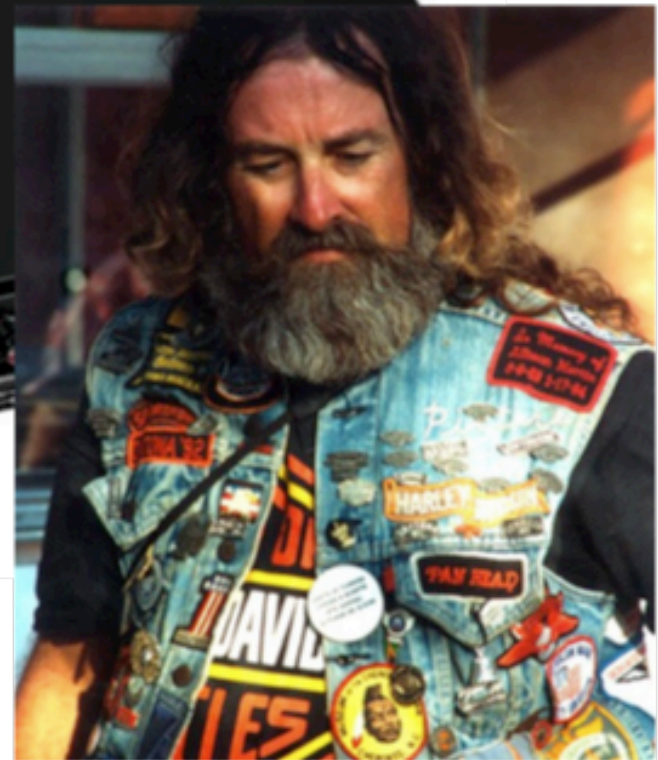
John Winters - Brodhead, WI
Absolutely excellent trip! Great guides, great food, lots of excitement when we hit the rapids. Most importantly, a great group of people traveled with us as we rode down the river and we made fast friends with people from all over the world!

See What Our Guests Have to Say

04:13



A Star is Born

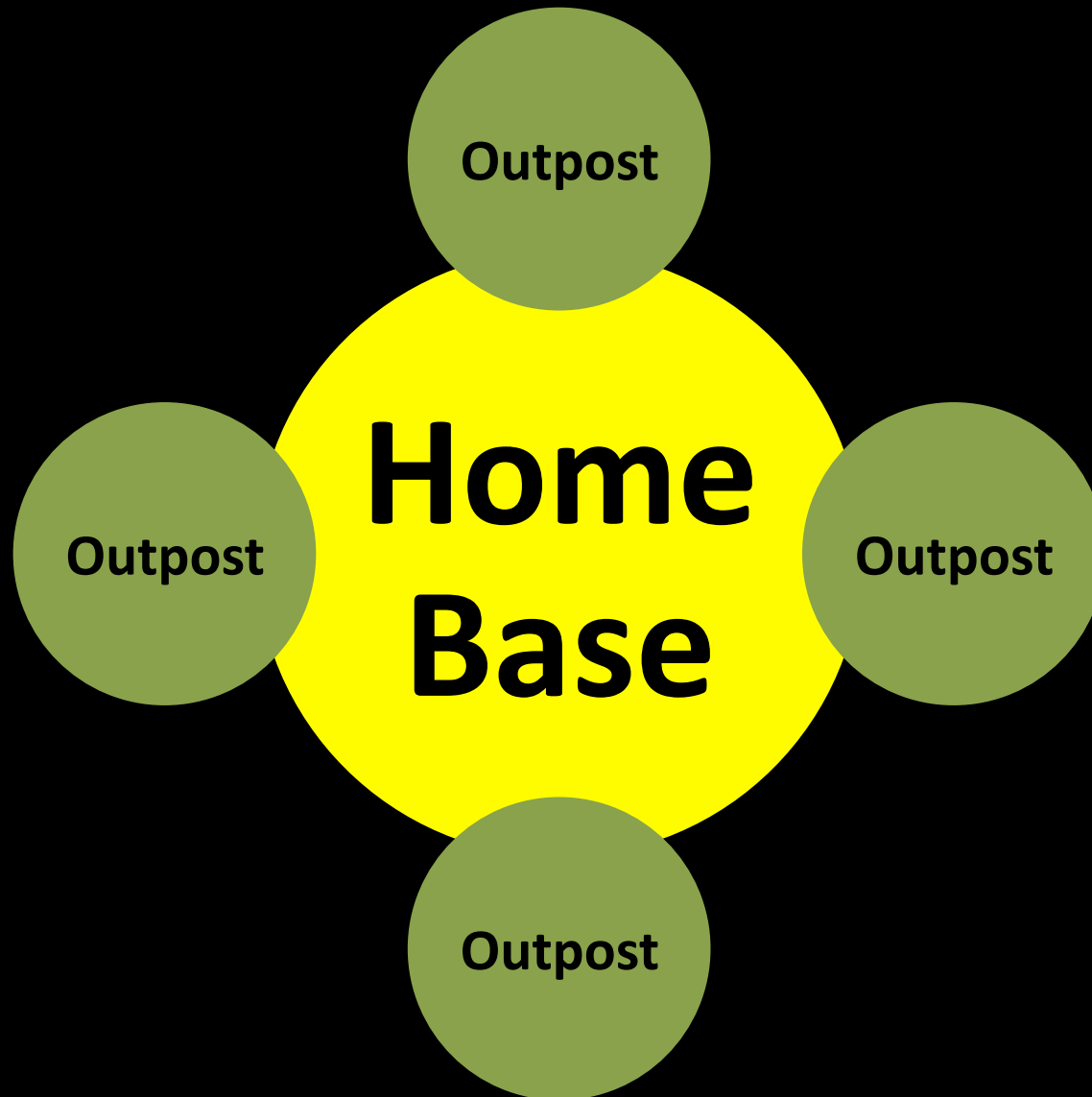


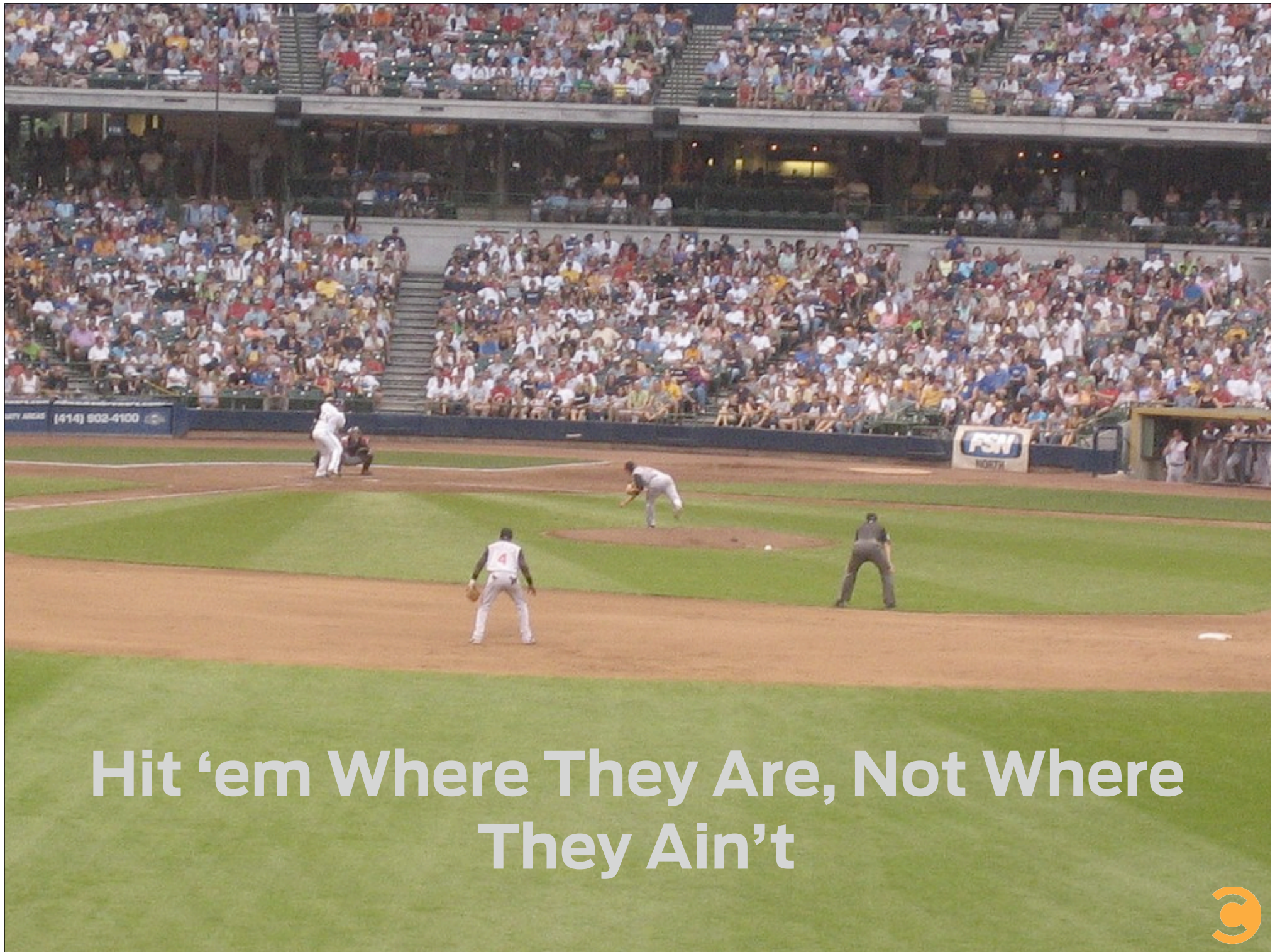


Being Human Works



6. Select Outposts



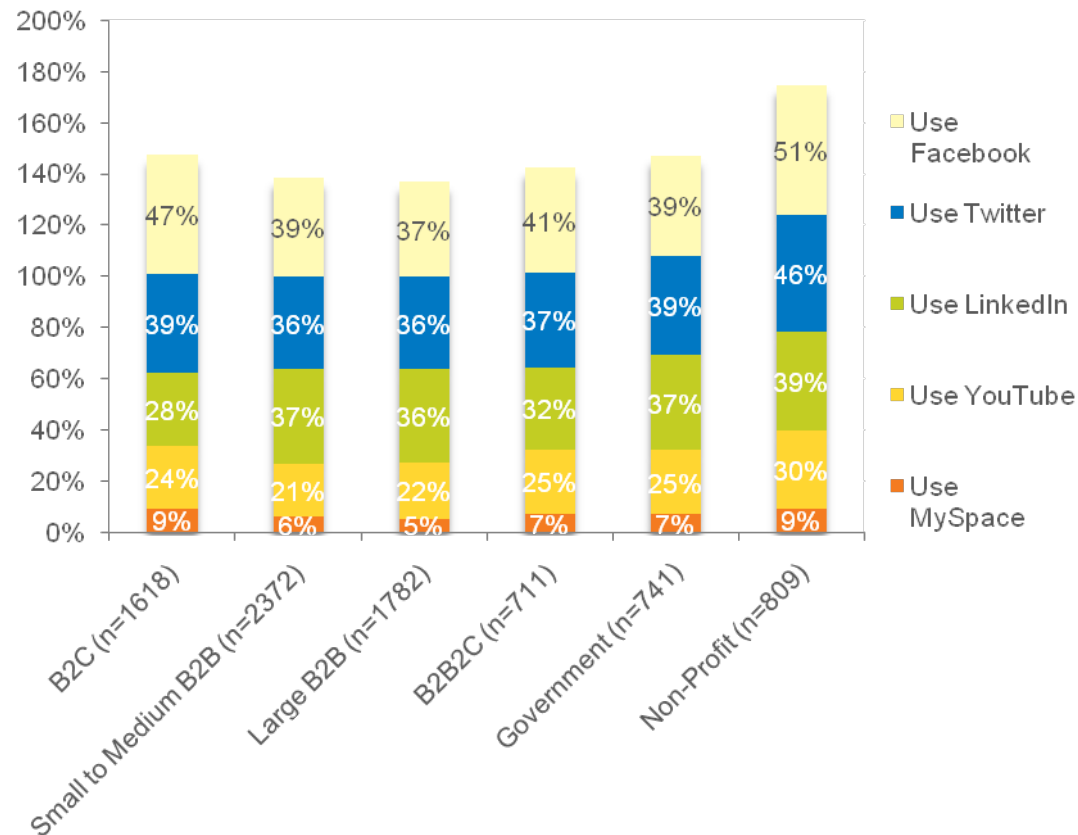


Hit 'em Where They Are, Not Where
They Ain't



All Companies Are Using the Big 4


Social Media Site Usage vs. Organization Type



Source: MarketingProfs Fall 2009 Survey
Methodology: Online survey of 5,140 MarketingProfs members
Chart Base: social media marketers



Social Graph Anthropology via Email



 **Flowtown™**

DASHBOARD

Indra Gardiner Bowers


indra@baileygardiner.com

Top Influencers on Twitter

 Enter an email address 

Executing this search counts as an import

[Back to Dashboard](#)



Basic Information

Sex: Not available














Age Group: Not available

Location: San Diego, CA, US

Work

Occupation: COO & Founder, Bailey Gardiner

Social Network Information


 indra.gardiner	 indragardinerbowers	 bgindra
 Amazon	 112772975	 Costco
 Hotels	 LA Times	 NY Times
 indra572	 Tiger Direct	 Washington Post
 Wordpress		

Send Indra an Email

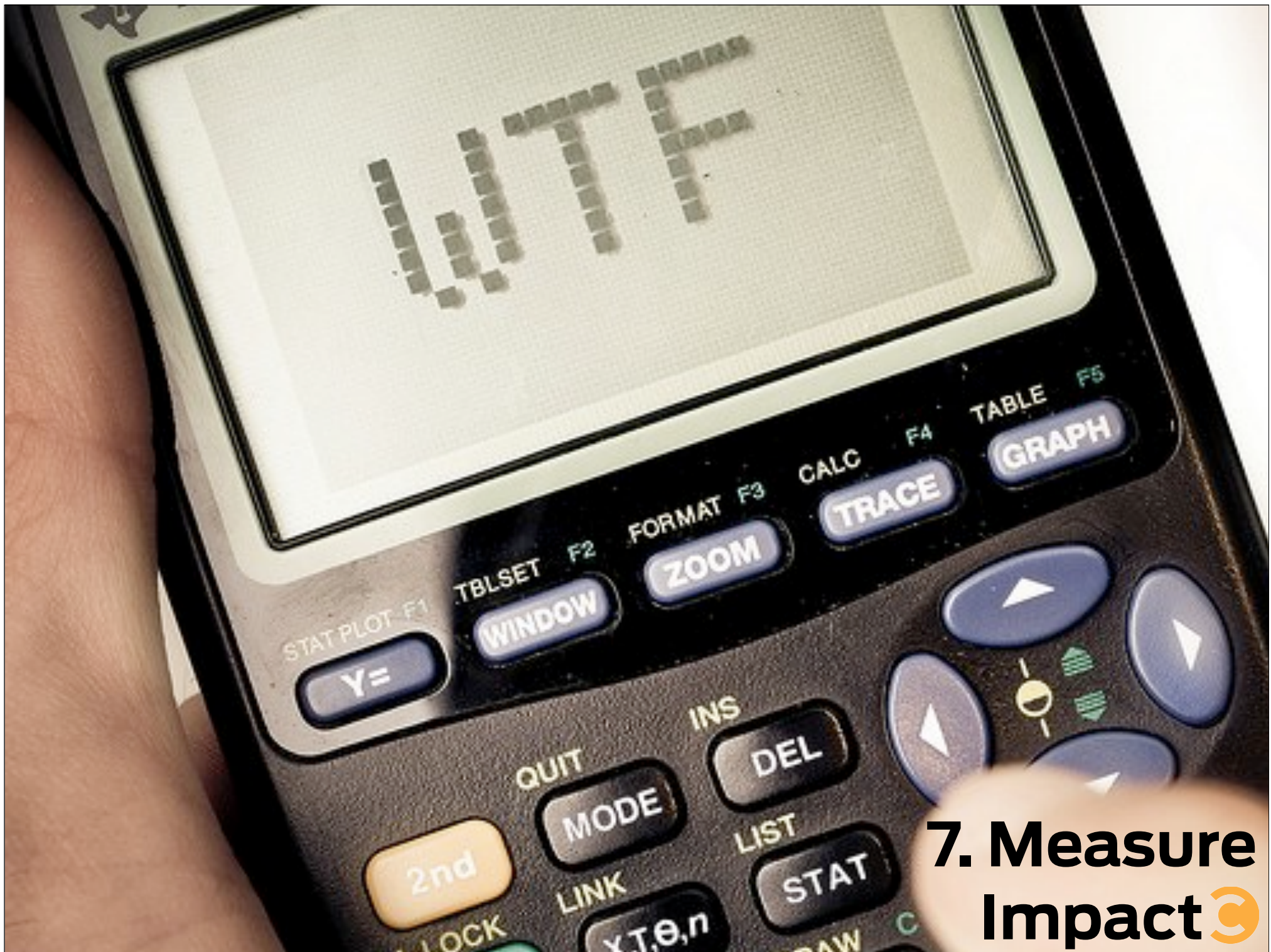
DM bgindra on Twitter

@reply bgindra on Twitter

Influence

Klout: 41 

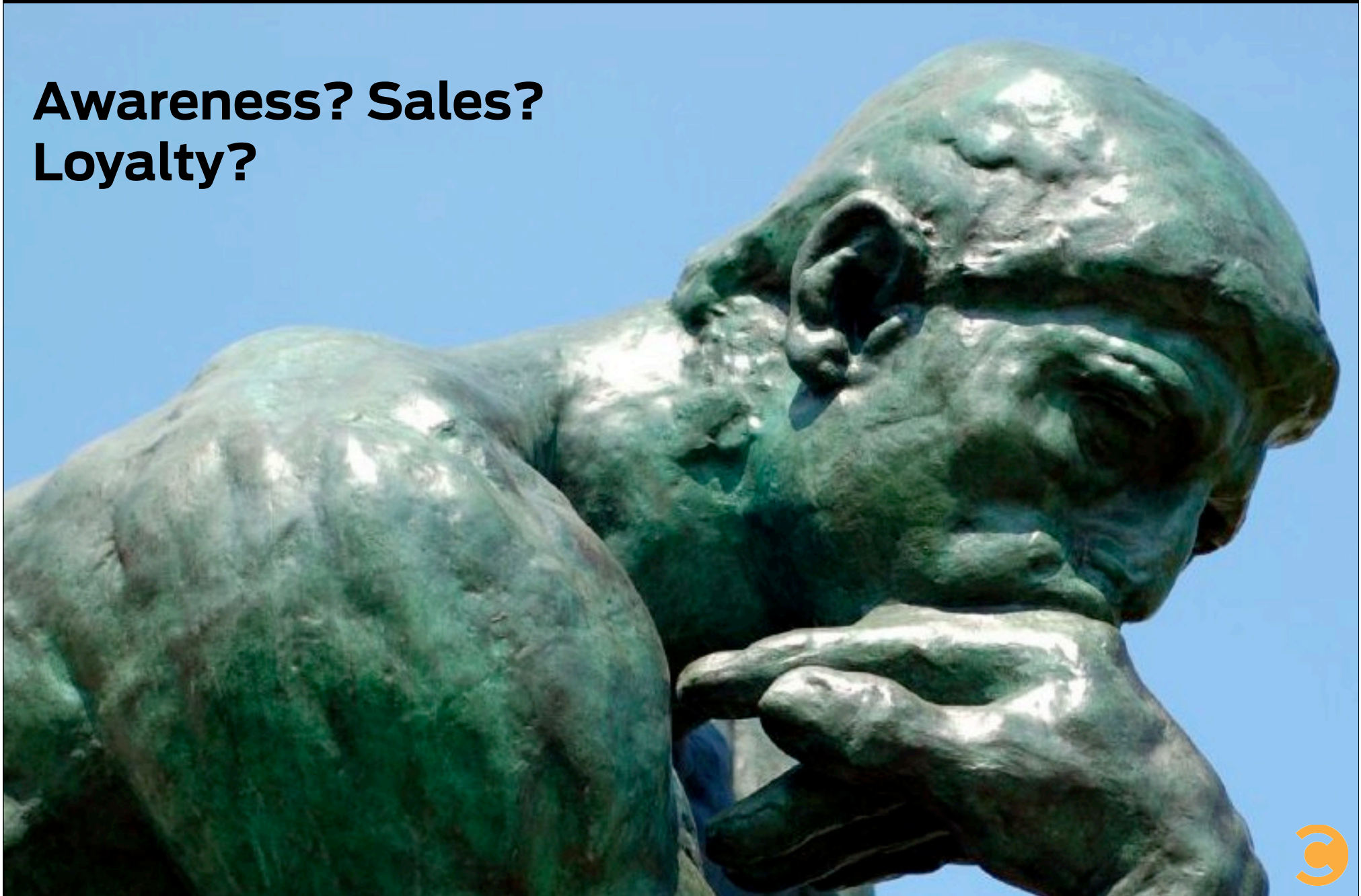




**7. Measure
Impact** 

Match Metrics to the Goal

**Awareness? Sales?
Loyalty?**



Possible Metrics for Awareness

Web Traffic From Outposts

Social Mentions

Share of Voice

Followers, Fans, Friends

Search Volume Trends

Visits From Search

Email Subscriptions



Possible Metrics for Sales

Social Connectivity Among Customers

Social Connectivity Among Leads

Redemption of Social-Only Offers

Sales Funnel Actions by Referrers From Outposts

Repeat Visits by Referrers From Outposts



california tortilla Want to try the new burrito before anyone else does? Special Sneak Peek Burrito Party Tonight! The first 75 people who RSVP to mike@bwfcom.com with the Secret password "hotsauce" will get the address.



Possible Metrics for Loyalty

Social Connectivity Among Repeat Buyers

Net Promoter Score, or Similar

Increase in Positive Social Mentions

Increase in Positive Ratings/Reviews

Reduction in Customer Service Touches





**Social Media is an
Ingredient First, an
Entree Second**





Integrate Email with Social



Promoting Social Presence in Email

The image shows a promotional email banner for Air New Zealand. At the top left is the Air New Zealand logo. To its right, a row of social media icons (RSS, YouTube, Facebook, Twitter, LinkedIn, and Dribbble) is circled in orange. Below the logo is a navigation bar with links: "All Web Specials", "Selected Offers", "Vacations", and "Deals of the month". The main visual is a large banner for "AUSTRALIA" featuring a couple on a rocky beach. A large green price tag "\$619" is overlaid on the image, with the word "from" in small text below it. A "Book Now >>" button is at the bottom right of the banner. To the right of the banner, there is a section for the iPhone app, showing a smartphone with the app interface and the text "Put an Air New Zealand Concierge in your pocket." and "LONDON. SPOT-ON". Below this is a "Download iPhone App now" button. At the bottom right is a green box titled "MORE WEB SPECIALS" containing a list of flight deals with "Book Now" buttons.

AIR NEW ZEALAND

All Web Specials | Selected Offers | Vacations | Deals of the month

AUSTRALIA

from **\$619**

Book Now >>

Put an Air New Zealand Concierge in your pocket.

LONDON. SPOT-ON

Download iPhone App now


MORE WEB SPECIALS


NEW ZEALAND	from \$759*
Premium Economy to AUSTRALIA	from \$3,040*
Business Premier to NEW ZEALAND	from \$5,360*
COOK ISLANDS	from \$878*

Book Now



Enable Social Sharing in Email

 [ShareThis](#)

 **Twitter**

Post this to your Twitter status.

Username:

Password:



Message:

73 characters left


☐ Remember Me


Privacy Policy

Powered by ShareThis




Sign In:  

NGER

 **CONVINCE&CONVERT**
Social Media Consulting & Training




Jay Baer
Greetings. I'm Jay Baer. I'm a social media strategy consultant and trainer for leading corporations and public relations firms.

Contact Me
E: Jason@convinceandconvert.com
P: 602.616.1895

What I Do
[Consulting & Training](#)
[Speaking](#)
[Twitter Interviews](#)

 [ShareThis email with Friends](#)

This newsletter will provide you with the handful of social media articles that I feel are must-reads. Beyond the simple "Twitter did this" and "Youtube did that," this is the stuff that will help you craft a socially-enabled present and future for your company or agency.



Social and Email Content Integration

facebook

Home Profile Friends Inbox 170

Jason Baer Settings Logout



Suggest to Friends

Add to my Page's Favorites

Dancing, singing, flossing & facebooking from our head office in Vancouver!

Visit us on the web
<http://lululemon.com?cid=FB>

Hit us up on twitter
<http://www.twitter.com>

Or if your fingers are sick of typing, give us a ring:
1.877.263.9300 x2

Information

Founded:
1998 in Vancouver BC, Canada

Fans


6 of 65,473 fans See All

lululemon athletica

Become a Fan

Wall Info Photos Notes Discussions Video >>

Filters




lululemon athletica Fit & Function: Trail Tech Mesh LS

The Review:
A great running piece jacket. Amazing wicki

-Runners' favourite bu

-Made from luxtreme




Fit & Function: Trail Tec

16 new photos

2 minutes ago · Share

2 people like this.



Pamela Kwan Advise but am unsure about


1) Low or no luon in it
I find moisturizing lot

6 minutes ago · Report

From the lululemon blog:



Behind the Scenes at the GEC
Ever called the Guest Education Centre? Find out who's on the other end of the phone line when you call, and why they wear so many hats.
[read more...](#)



The Importance of Sharing Your Goals
Lara recently had a guest experience at lululemon Rideau Centre in Ottawa that impacted her so much she wrote a blog post about it to share with the world. Make sure to check out the comments, too.
[read more...](#)



Dance, Sing, Floss, and... Travel?
Thinking about booking a vacation? Billie shares why you should do it now!
[read more...](#)


 Join us on Facebook

 Follow us on Twitter

♥ love your failures ♥

yoga-inspired athletic apparel





Email List Growth via Social

Fans

6 of 2,739 fans

[See All](#)



Amy Heisler



Emiley Chang



Shannon Pagels



Maggie Young




Chris Sepe



Chizor Ononye

Newsletter

Desert Botanical Garden Newsletter
Promotions & Ticket Discounts
New Events
Behind the Scenes Information
Beautiful Photography



Email Address:

[Sign Up](#)

Write a comment...



Desert Botanical Garden Did you catch the Garden on ABC 15 this morning? If not, check out reporter Jodie Heisner as she gets an up-close look at a beautiful butterfly and also spreads the word about the many fun events we have lined up this Spring.

Big thanks to Jodie and her team for coming out!



Spring events kick off at The Desert Botanical Garden

bit.ly

From butterflies to music in the garden, the Desert Botanical Garden is the place to be this Spring.

5 hours ago · [Comment](#) · [Like](#) · [Share](#)

2 people like this.

Write a comment...



Desert Botanical Garden There's a new location to sit, relax and enjoy the Garden. Thanks to the Barry Family who generously funded this new bench and water feature. It's located on the Desert Discovery Trail, overlooking the new Berlin Agave Yucca Forrest.



Photo of the Week

Yesterday at 11:06am · [Comment](#) · [Like](#) · [Share](#)

28 people like this.

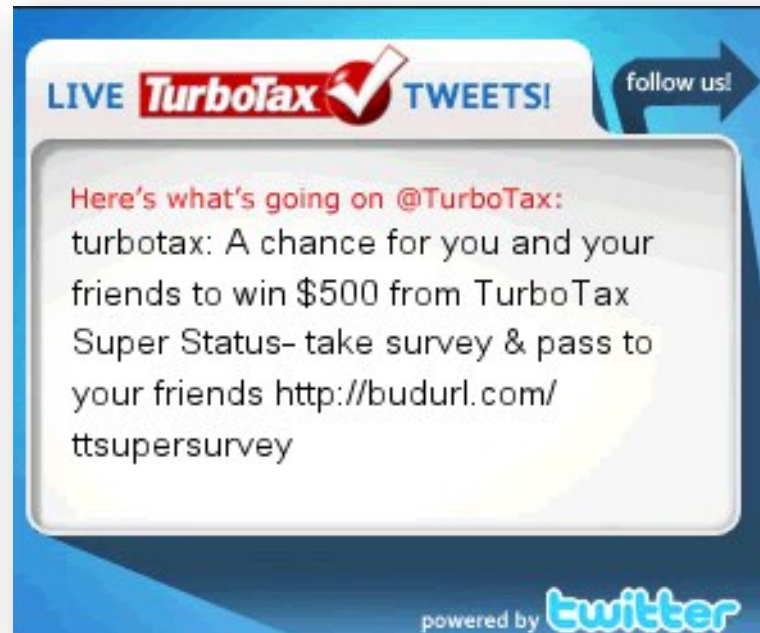
[View all 15 comments](#)



Integrate Advertising with Social



Social and Banner Ads



Social and Outdoor



Social and Print

ABSOLUT CRUSH
Mix 1 1/2 parts ABSOLUT® MANDRIN® with 3 parts fresh-squeezed orange juice and 1 part Hiram Walker® Triple Sec. Garnish with an orange slice.

ENJOY WITH ABSOLUT RESPONSIBILITY®
ABSOLUT MANDRIN MANDARIN FLAVORED VODKA. PRODUCT OF SWEDEN. 40% ALC./VOL. ©2009 IMPORTED BY ABSOLUT SPIRITS CO., NEW YORK, NY.

Every Drink is an Exceptional Experience
IN AN ABSOLUT WORLD
a Vision from
KATE BECKINSALE & ELLEN VON UNWERTH
Explore More Exceptional Drinks at [FACEBOOK.COM/ABSOLUT](https://www.facebook.com/absolut)



Every Drink is an Exceptional Experience
IN AN ABSOLUT WORLD

Click to
EXPLORE ➤

ENJOY WITH ABSOLUT RESPONSIBILITY®
ABSOLUT MANDRIN MANDARIN FLAVORED VODKA. PRODUCT OF SWEDEN. 40% ALC./VOL. DISTILLED FROM GRAIN. ©2009 IMPORTED BY ABSOLUT SPIRITS CO., NEW YORK, NY.



Social Content in Ads

The people have Tweeted.

MsCalcote
Hey this Trident Layers gum is what's up!
6:46 AM Nov 18th from web

eddahlen
Omg. Trident layers. <3
6:18 PM Nov 6th from dt

warob
Running behind for a meeting and all I can think about is leaving time to pick up more #Trident Layers strawberry gum.
1:21 PM Nov 18th from TweetDeck

cameron_crazy
I really like this Trident Layers gum. It is delicious!
9:21 AM Nov 22nd from TweetDeck

xstandforitx
Trident Layers. The gum that loves you back.
3:54 PM Nov 11th from TwiPic

mattchew03
Trident Layers is so good.
12:33 PM Dec 8th from Tweede

amybites
I have chewed approximately a million pieces of Trident Layers today.
I can't stoooooopppp!!!
2:16 PM Dec 6th from Tweede

FitBottomedGirl
Trident Layers gum may be my new obsession.
2:06 PM Dec 4th from web

melissakmurray
Totally loving Trident layers gum, the strawberry citrus = delish!
I may or may not have 4 pieces in my mouth right now. (I do)
6:35 PM Nov 6th from Tweede

lollieshopping
Just chewed my 1st Trident Layers gum. Green apple + Golden pineapple. It was yummy & refreshing.
11:04 AM Dec 7th from web

Follow the sweetness:
<http://twitter.com/tridentlayers>

Get the free app for your phone at [http://gettridentlayers.com](#)



Integrate the Real World with Social



Social and Events



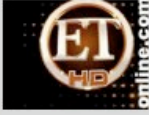
Virtual + Live Events

USTREAM You're On [Log In](#) | [Sign Up](#) [Broadcast Now](#)



All Live | Mobile | Sports | Entertainment | Gaming | Music | Animals | 24/7 | Search


[You could be broadcasting live in a few seconds. Create a show!](#)

[Other Entertainment](#) > Entertainment Tonight [Prev Show](#) | [Next Show](#)


 **ET's live coverage of the SAG red carpet**
updated yesterday by [etonline](#)


[Follow](#) 7 Followers 2 Total views 05 / 29 / 2009 Joined





 [Watch on iPhone](#)  [Featured Show](#)


 01/23/2010 3:05pm PT - ET at the 2010 SAG Awards (15 attending) [RSVP](#)


Live Broadcast started 2 minutes ago [embed codes](#) | [pop out](#) | [flag](#) [With the Social Stream you can chat with your friends over Twitter! Try it out](#) X


 **USTREAM LIVE**


 **Social Stream**


Log in to chat:    


 **clau238** Hey @ETNow what happened???


just now 


 **welchesjh** Hey @ETNow This is cool b/c u can hear everything not just what they want u to hear


1 minute ago 


 **andressasuehiro** Hey @ETNow who's this guy?





2 minutes ago 

 ***~Lydia~*** Hey @ETNow finally working! :D

8 hours ago 

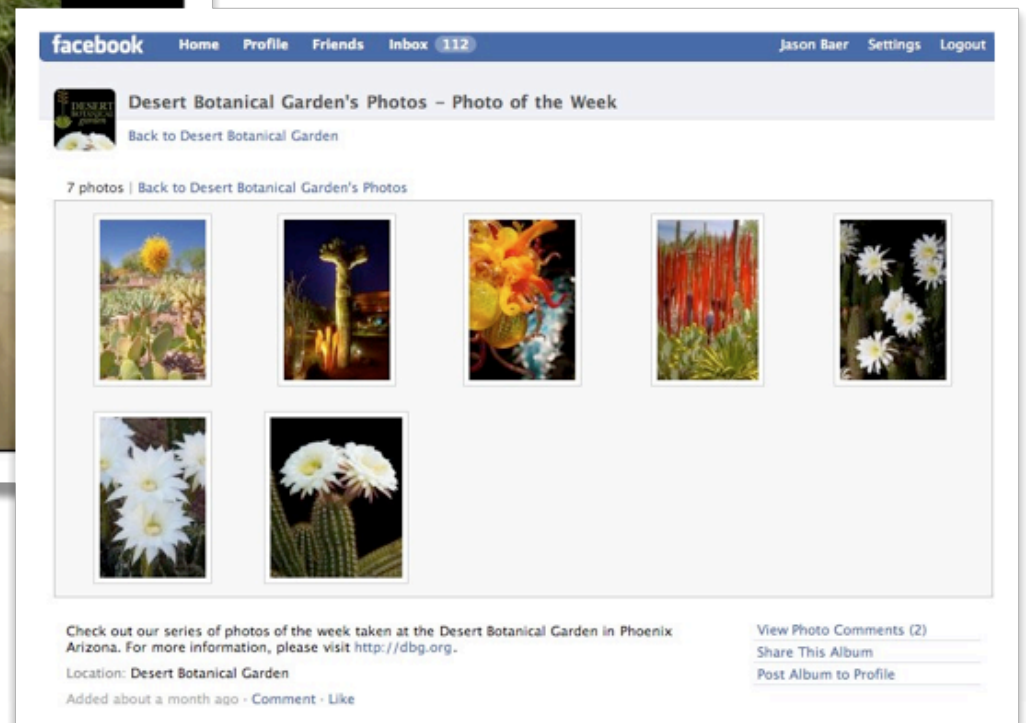
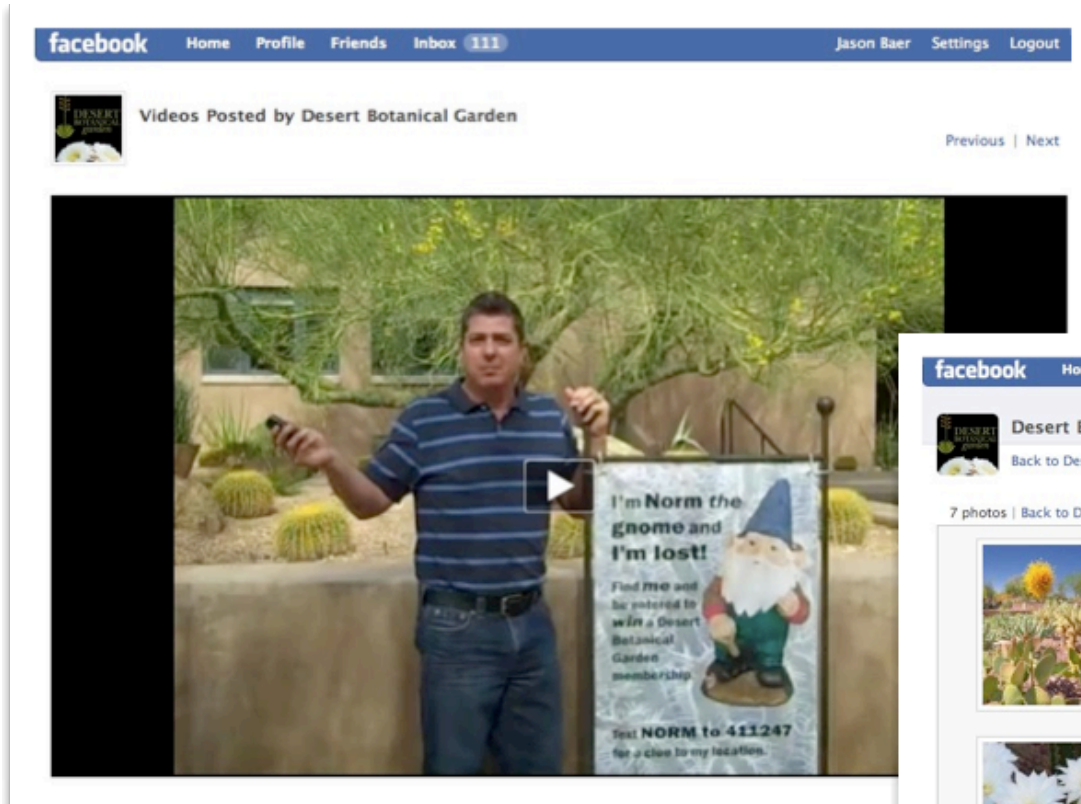
 **LiLMiNE** Hey @ETNow Yaaaay. Thanks =)

2 minutes ago 

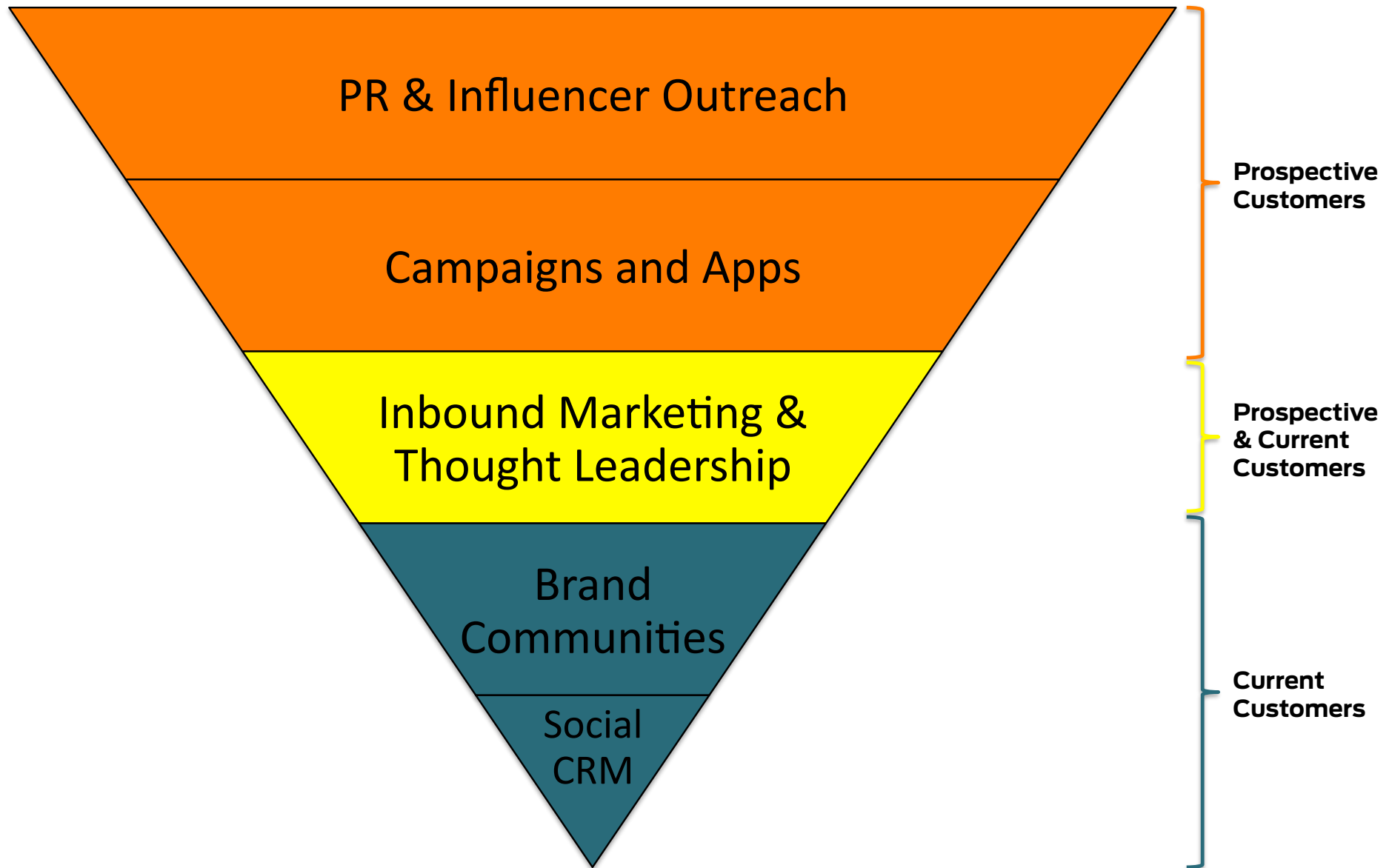
  166 Viewers / Broadcasting Live [Menu](#)  



Social in the Wild



5 Ways to Use Social Media



PR & Influencer Outreach

Photo: roland



Death of the Intermediary

Company

Message

Media

Consumers



The Good News



Every Customer is a Reporter

Gate-Keepers Are Less Relevant



Crowd-Sourced Journalism



Search America's #1 News Site

MSN Home | Mail

featuring Today Show | Nightly News | Dateline | Meet the Press

Watch live: Obama-Calderon news conference in Mexico City

Business / Small business

Categories

U.S. news

World news

Business

Stocks & economy

U.S. business

World business

Autos

Real estate

Retail

Careers

Personal finance

Small business

Viewpoints

Politics

Sports

Entertainment

Health

Tech & science

Travel

Local news

Weather

In Christmas tree wars, fakes gain ground

Live trees still dominate market, but more buyers give in to convenience

By Eve Tahmincioglu
msnbc.com contributor
updated 9:12 a.m. MT, Thurs., Dec. 18, 2008

On Nov. 30, Jason Baer sent out a tweet, or message, on the social networking site Twitter announcing a milestone in his life:

"Broke down & bought a faux Xmas tree. It's nice, and I'm psyched for no needle clean-up, but still a bit apprehensive. Your experiences?"

After 18 years of buying only real trees, Baer, a 39-year old social media and e-mail consultant from Flagstaff, Ariz., decided to invest in an artificial tree for this year.

Story continues below ↓

advertisement | [your ad here](#)

Get the purchasing power millions of business owners already have.



Video



Launch

Picking, decorating the perfect tree
Dec. 12: TODAY's Jenna Wolfe discovers a different approach to picking a Christmas tree. Gardening expert P. Allen Smith gives tips on decorating your tree.
Today show

Most popular

Most viewed | Top rated | Most e-mailed

For s(t)ale: 138-year-old royal wedding cake

Time Warner shelves plan to cap Internet use

'I did what I thought I'd never do'

Any companies in LA looking for \$\$ from VC's? Reporter need a quick source. @ or DM me

12:26 PM October 17, 2008 from web



NicoleJordan
Nicole Jordan



4 Differences Between Bloggers & Reporters

Bloggers Are Self-Made


Bloggers Are Time Starved

Bloggers Want to Co-Create Content

Bloggers Need Traffic & Influence



Use Your Social Graph to Build Theirs

 **Flagstaff, Arizona** Louie the Lumberjack makes sportcenter.com's list of 10 Scariest College Mascots. (via NAU Athletics)



NAU's Louie Makes Sportcenter's "Scariest Mascots" List « NAU Football Blog

naufotballblog.com

Let's admit it, sometimes college mascots can be a little scary looking. They usually have over-sized heads or their faces sport strange looks that are intended to make the mascot appear menacing or tough.

4 hours ago · Comment · Like · Share

37 people like this.

View all 13 comments



Katie Lee That was my first thought when they displayed the new lumberjack logo!!

2 hours ago · Report



Nikki Baldwin Thanks for posting the link Kurtis - I just got back to this discussion and noticed Michael's request - glad the link got posted faster than that!

47 minutes ago · Report

Write a comment.



Flagstaff, Arizona Flagapalooza, March 20 at The Green Room. Proceeds benefit Riordan Action Network, help save Riordan Mansion. Featuring The Knockabouts, Aly Jay, Gravy, Nolan McKelvey, Dave McGraw & Crow Wing and Whiskey Rodeo!

Flagapalooza

www.flagapalooza.com

Flagapalooza is the new Flagstaff local music festival. Come to Flagstaff to see flagapalooza and experience the finest local music flagstaff has to offer!

4 hours ago · Comment · Like · Share

9 people like this.



Trent Lowery i might be able to make it

4 hours ago · Report



Ashley Fogleman I'd probably come if it wasn't during spring break.

4 hours ago · Report



Damon Circosta Nolie the goalie is involved? Sounds awesome!

4 hours ago · Report

Write a comment.



Flagstaff, Arizona

Along the Frontier: A Burger with a Mission

www.newwest.net

It's called Diablo Burger. It is associated with (but operated independently from) the Diablo Trust, a collaborative nonprofit



Jevon tries something different

by Ian Barr on May 7, 2007

Jevon over at [socialwrite.com](#) posted about [his experience](#) in switching over from the candy bar-shaped [SLURP](#) to the KRZR flip phone.

Tags: Reviews

Comments (0)

Read full post

Questions about Software

by Brendan Hodgson on Apr 27, 2007

Geekgirl over at [Iwantit.net](#) offers her [perspectives](#) on the [Mobile Phone Tools](#) software that came with her KRZR.

While it's always difficult commenting on questions more closely tied to personal taste, one question we can answer is why, when she connects the phone to her computer, she's repeatedly prompted to install the USB modem software. The short answer: Motorola USB Modem software is part of Mobile Phone Tools, which means that if you try to run MPT without installing that USB software, it will keep asking you to do so.

We hope that helps, and we look forward to more feedback.

Tags: Reviews, software

Comments (6)

Read full post

KRZR battery juice

by Ian Barr on Apr 25, 2007

Accordion Guy has a [post](#) [up](#) commenting on his KRZR K1's battery life.

Tags: Reviews

Comments (4)

Read full post

Getting some 'skins' from Scott?

by Ian Barr on Apr 19, 2007

[Scott Robinson](#) (who also writes for the mobile obsessed at [HowardChui.com](#)) plans to post a review of the K1 over the next few weeks. In addition, he's going to tell us about his experience with a condom-like protector for mobile phones.

Practice safe phone Scott!

Tags: Reviews

Most Recent Posts

- KRZRBloggers campaign wrap-up...
- It's here.
- Video Sneak Peek of Product (RED) KRZB

Most Recent Comments

- The battery on my Krz typically lasts about 2 1/2 days with +6 power and then it takes about 1 day...
- Hi, how can I permanently turn off the welcome screen/song each time I turn on my Krzr 7-chr /?...

Blogroll

- Photojunkie
- Blaine Kendall
- Meg Fowler
- NetChick
- DaniGirl
- Toronto Street Fashion
- Popcorn Culture
- Roland Tangleo
- I Want - I Got
- WorldWideWaterCooler
- Busy doing nuthin'
- My Name is Kate
- Photoscience
- Daily Dose of Imagery
- Scott Robinson
- Accordion Guy
- Jevon MacDonald

Links

- Motorola Canada
- KRZRBloggers flickr group
- KRZRBloggers Facebook group
- KRZRBloggers YouTube group
- HELLOMOTO
- Motorola (RED)



Go Beyond the Words



About & Contact

Flagstaff Convention & Visitors Bureau

Social Media Release

Download Logo



Flagstaff Establishes a Train Horn Quiet Zone

03.04.2010 – FLAGSTAFF, AZ - On March 2, City of Flagstaff officials joined members of the community to celebrate the establishment of the long awaited train horn Quiet Zone throughout Flagstaff and to commemorate the sounding of the "Last Train Horn."

"This is a long-awaited and historic moment for our community," said City Manager Kevin Burke. "We are pleased that the citizens who have an interest or played a role in the creation of the quiet zone were able to join us to recognize the years of work that have lead up to this day and celebrate a quiet, but safe, Flagstaff."

Train horn changes in Flagstaff include: Wayside Horns at the Fanning and Steves intersections and Quiet Zones with gates, lights and signage at the Enterprise, San Francisco and Beaver Street intersections.

Following approvals from the Arizona Corporation Commission, the Federal Railroad Administration and Burlington Northern Santa Fe Railroad, the City's contractor, Vastco, has been working on completing the project since January.

Because of the critical importance of safety, City staff met with BNSF to adopt the Operation Lifesaver Program. On January 19, a dozen people were trained to help educate the community about railroad safety, around the message: "The horns are gone – but the trains aren't: Look Listen Live."

Flagstaff is now officially a "Quiet Zone"



Twitter Pitch

Flagstaff Establishes a Train Horn Quiet Zone

Tweet It!

News Facts

- ▶ Flagstaff establishes train horn Quiet Zone
- ▶ Wayside Horns at the Fanning and Steves intersections
- ▶ Quiet Zones with gates, lights and signage at the Enterprise, San Francisco and Beaver Street intersections
- ▶ The City's contractor, Vastco, has been working on completing the project since January
- ▶ Operation Lifesaver Program. "The horns are gone – but the trains aren't: Look Listen Live"

Resource Links

[City of Flagstaff](#)
[Flagstaff Convention & Visitors Bureau](#)

Tags

Keyword Search

Explore more socialized PR content

Go

Share this Social Media Release

Share via:

Short URL: <http://pitch.pe/50175>

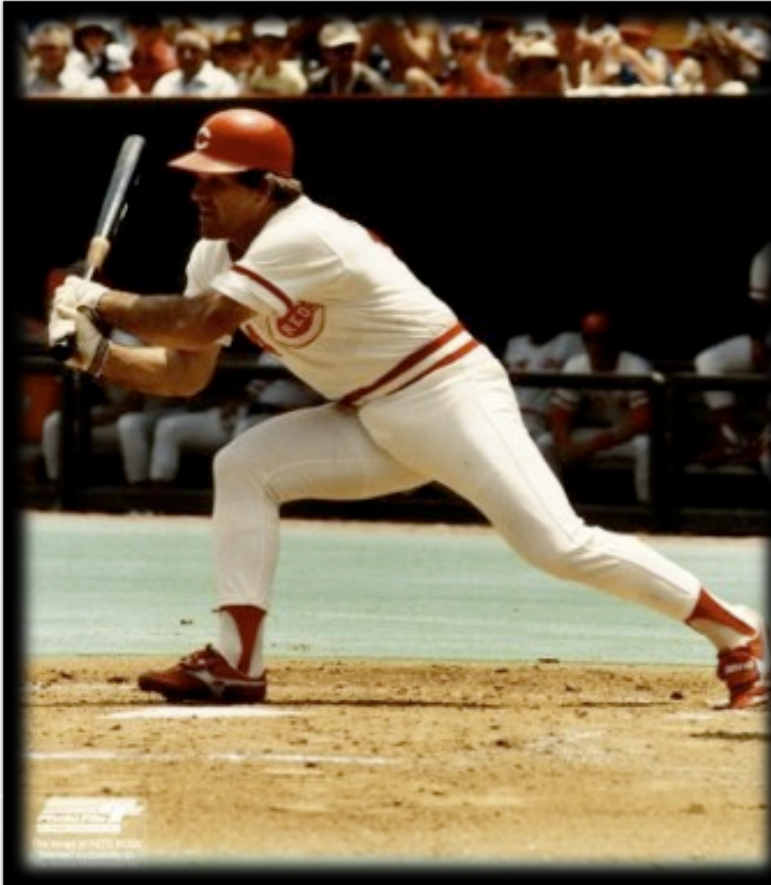
pitchengine™
powered



Campaigns & Apps



It's Not Viral Until It Is



Don't Reinvent the Wheel, Modernize

facebook Home Profile Friends Inbox 111 Jason Baer Settings Logout

WORLDS OF DISCOVERY SEAWORLD & BUSCH GARDENS
Photo Adventure

Home | Invite Friends | WorldsofDiscovery.com



STEP 1
You have **1 minute** to find 5 differences between two photos.

STEP 2
Mistakes cost you time and points so think before you act!

STEP 3
If you get stuck, click the Hint icon for some help. (You get only 3 hints, so use them wisely!)

 **PLAY NOW**

TOP RANKINGS

1	2	3	4	5	6	7	8	9	10
									
Jaclyn 14,529	Kristin 14,486	Yolaine 14,434	Jaclyn 13,832	Jaclyn 13,616	Kenny 13,604	Jaclyn 13,597	Randy 13,583	Crissy 13,264	Jaclyn 13,104

DISCOVERY COVE
Become a Fan

AQUATICA
Become a Fan

SeaWorld
Become a Fan

Busch GARDENS.
Become a Fan

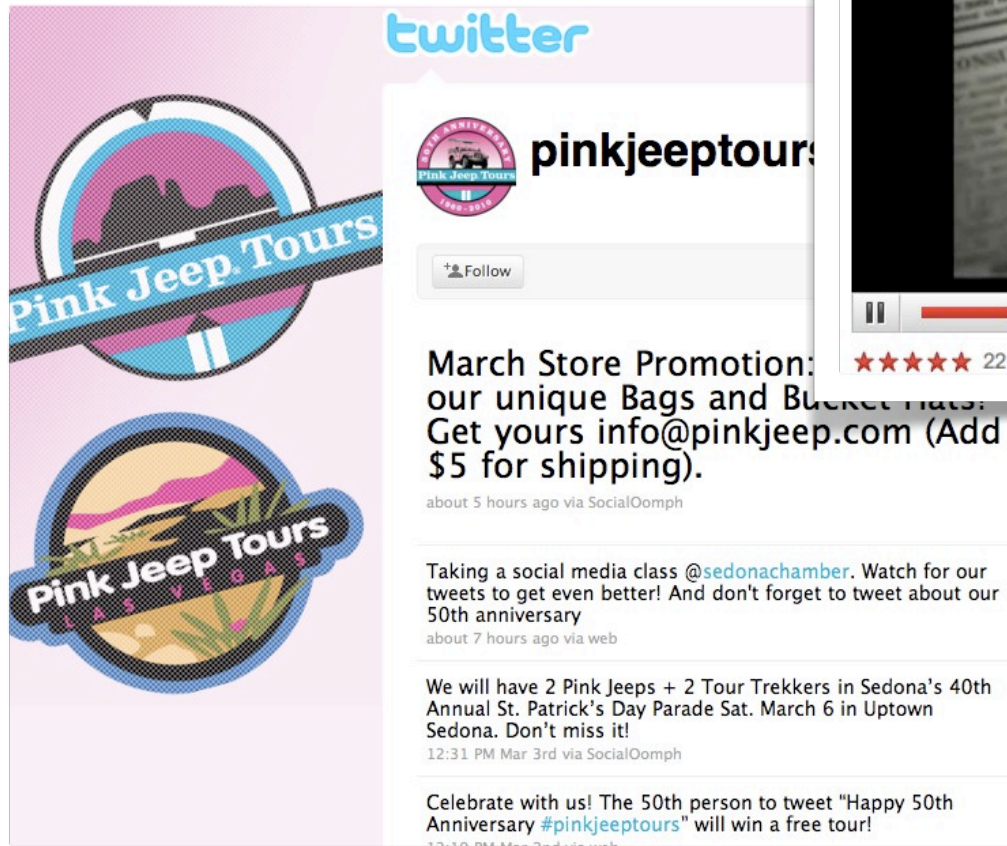
Adventure Island
Become a Fan

Water Country USA
Become a Fan

SESAME PLACE
Become a Fan

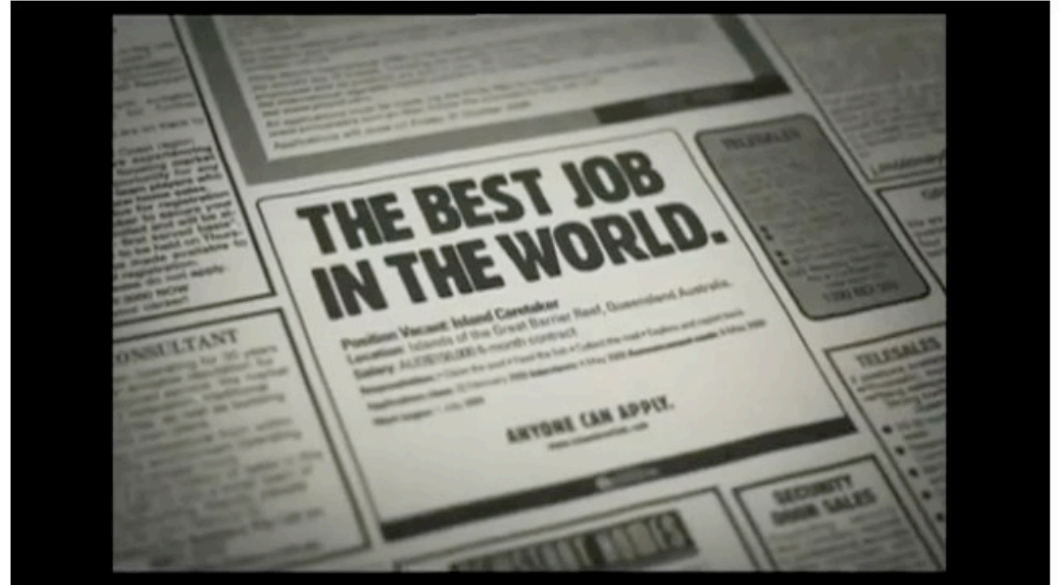


Socialize Contests



The image shows a Twitter profile for 'pinkjeeptours'. The profile picture is a circular logo with a pink and blue design, featuring a mountain and the text 'Pink Jeep Tours'. The header includes the Twitter logo and the username 'pinkjeeptours'. The bio reads: 'March Store Promotion: our unique Bags and Bucket Hats. Get yours info@pinkjeep.com (Add \$5 for shipping)'. Below the bio, there are two tweets. The first tweet says: 'Taking a social media class @sedonachamber. Watch for our tweets to get even better! And don't forget to tweet about our 50th anniversary' and is dated 'about 7 hours ago via web'. The second tweet says: 'We will have 2 Pink Jeeps + 2 Tour Trekkers in Sedona's 40th Annual St. Patrick's Day Parade Sat. March 6 in Uptown Sedona. Don't miss it!' and is dated '12:31 PM Mar 3rd via SocialOomph'. The third tweet says: 'Celebrate with us! The 50th person to tweet "Happy 50th Anniversary #pinkjeeptours" will win a free tour!' and is dated '12:10 PM Mar 3rd via web'.

Tourism Queensland | The Best Job In The World [case]



0:31 / 3:01 360p 41,860 views

Actions
block pinkjeeptours
report for spam

Following

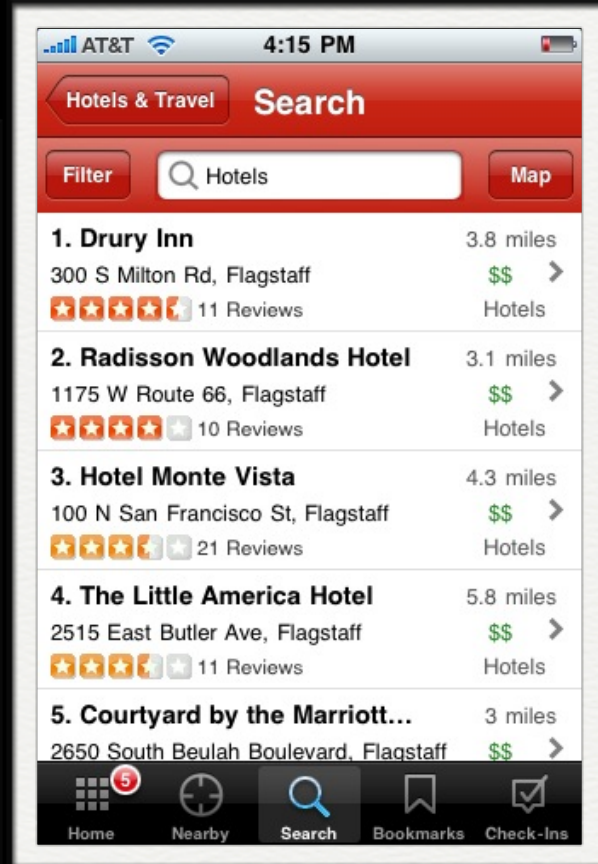
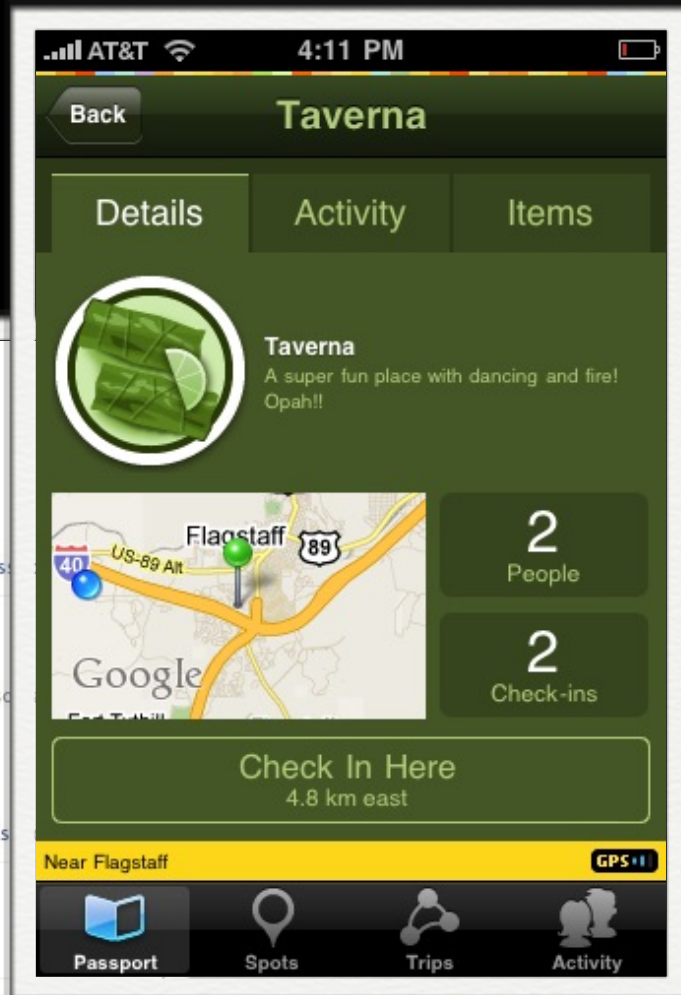
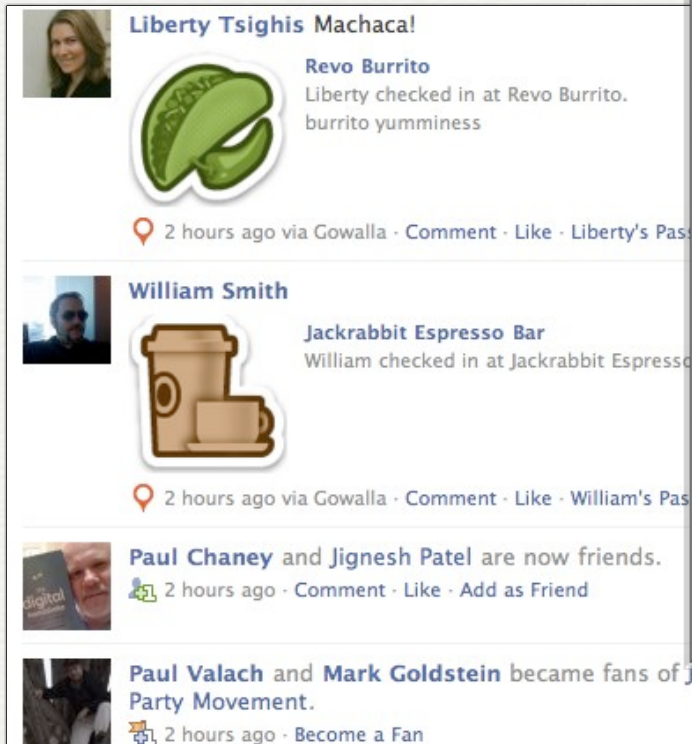
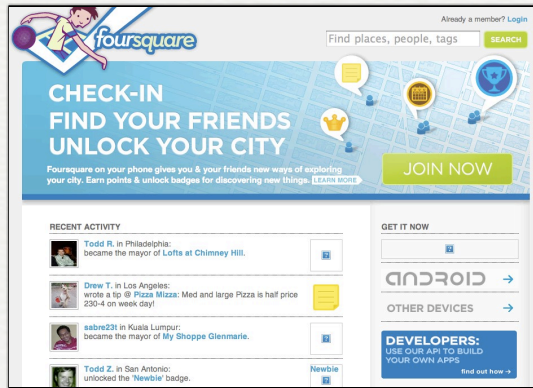


View all...

RSS feed of



Geo-Based Apps

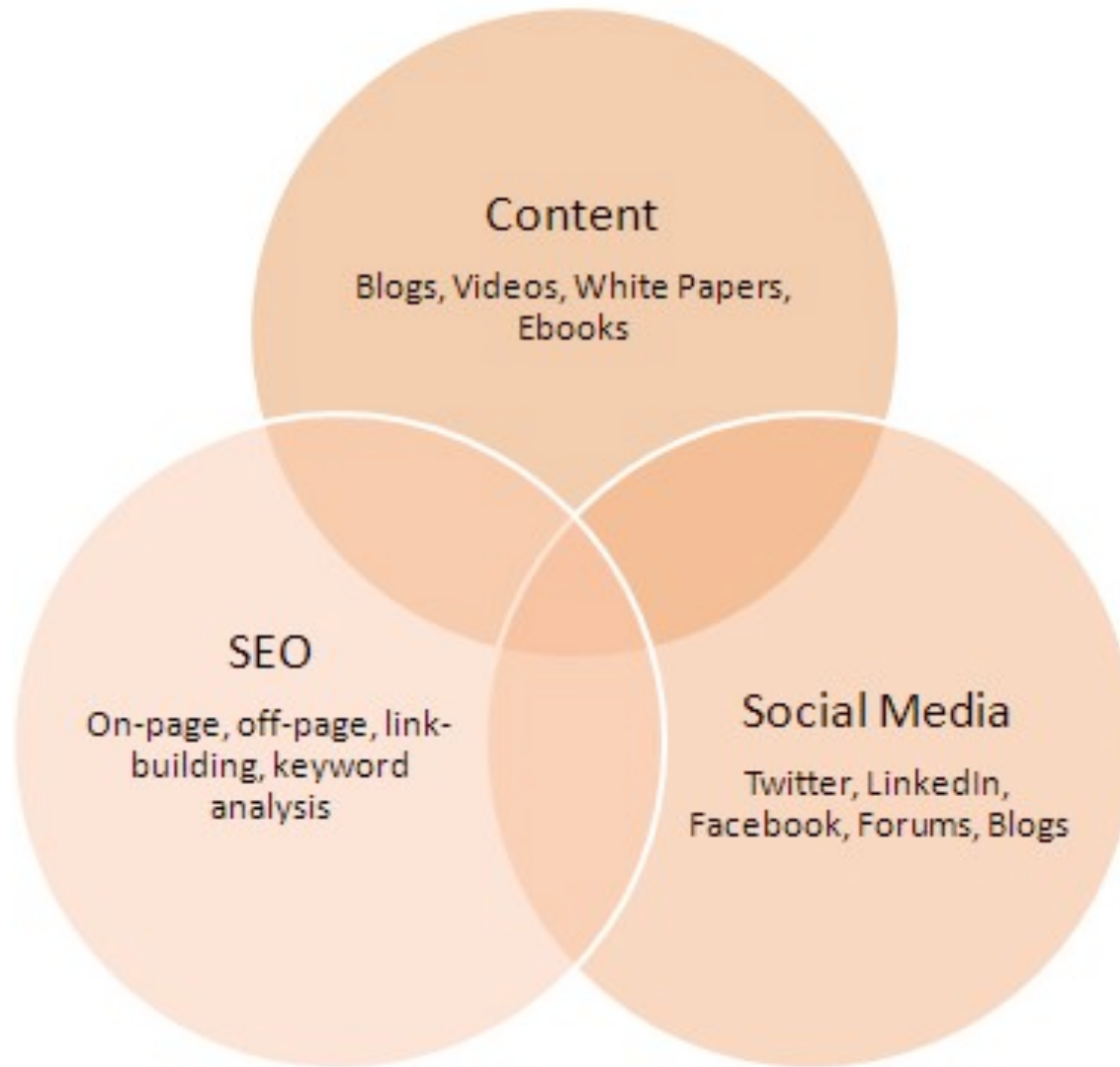


Inbound Marketing & Thought Leadership

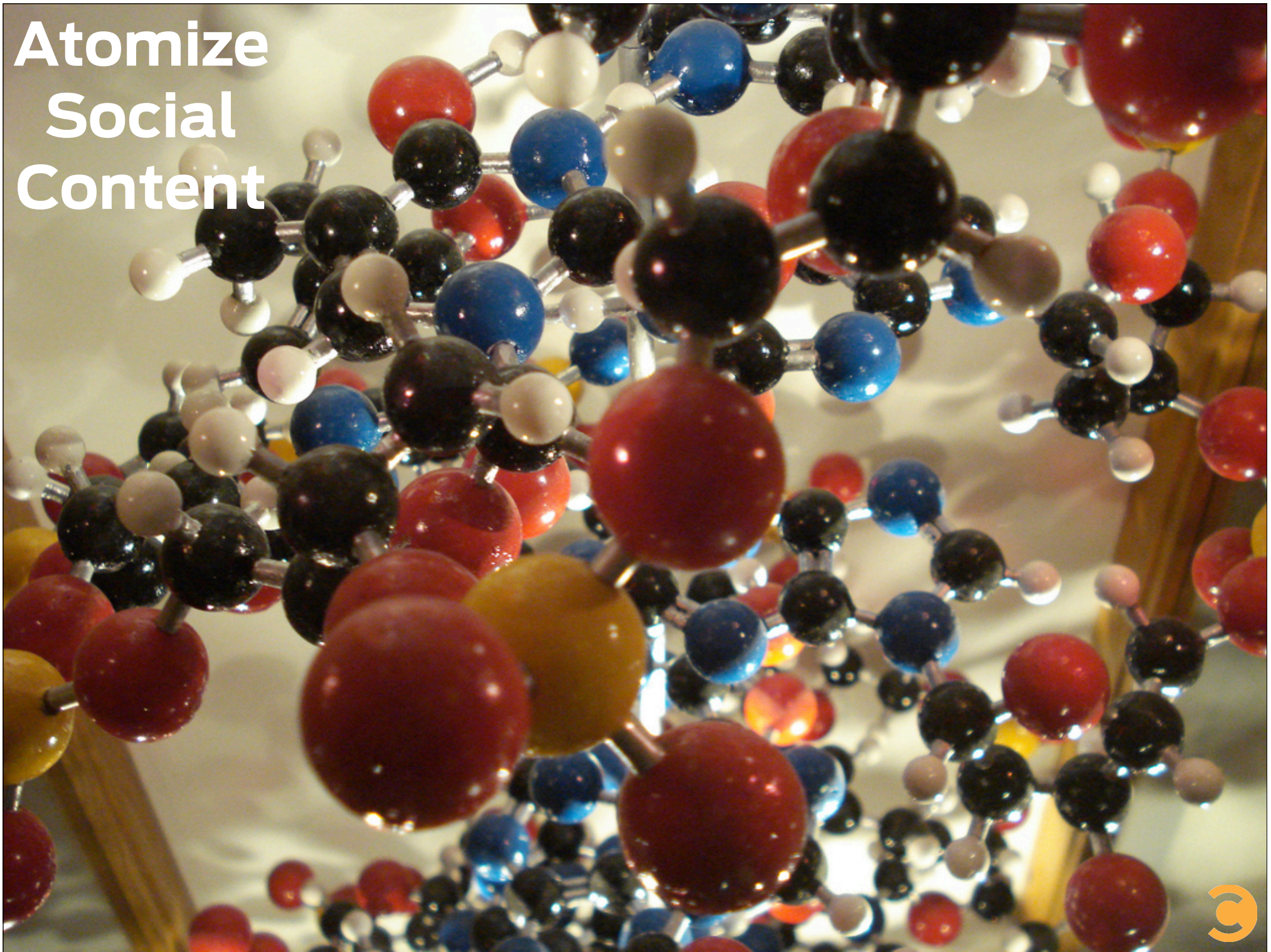


Inbound Marketing Success

Components of Inbound Marketing



Atomize Social Content



Blogging Works

Should Facebook Dominate Your Social Media Strategy | Social Media Marketing | Social Media Consulting - Convince & Convert
<http://www.convinceandconvert.com/social-media-marketing/should-facebook-dominate-your-social-media-strategy/>

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 Site Your ...



Convince & Convert | Social Media Consulting & Coaching | Speaking | Twitter

Should Facebook Dominate Your Social Media Strategy?

April 7th, 2009 | Written By: Jay Baer | 56 Comments | [Edit](#)

49 tweets
 Chris Brogan, Darren Rowse, and Kyle Lacy retweeted

popularized the idea that companies in social media need a home base (Web site or blog), outposts (major customer engagement platforms like LinkedIn, Twitter, YouTube) and frontiers (lesser, experimental options like UStream, 12 Seconds).



But now, companies are starting to experiment with using Facebook as their social media home base, instead of as an outpost.

And why not? It doesn't matter what business you're in, your customers are on Facebook. Now rocketing past 200 million members (making it the 5th largest country in the world if it were a nation), Facebook offers online reach previously available only in Google and Yahoo flavors.

Come Home to Facebook

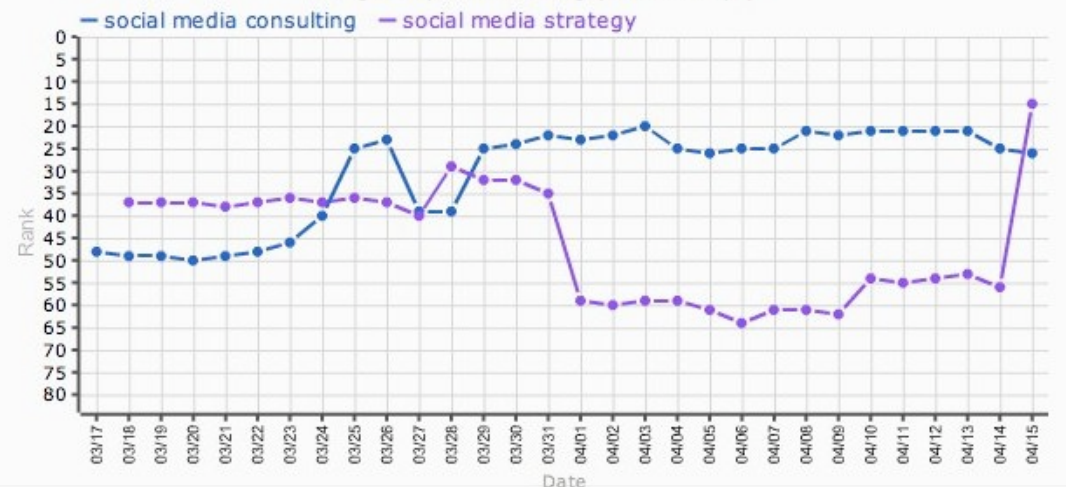
Vitamin Water tagged its NCAA basketball television spots with www.facebook.com/vitaminwater producing significant Twitter chatter in the moments following the commercial's first airing.

Before the commercials, Vitamin Water has approximately 40,000 fans on Facebook, and now has 259,663. Not bad, but the real ROI will come from Vitamin Water activating their fans, not just collecting them.

Retail clothing darling H&M is doing just that with a spiffy new Web site to Facebook integration that displays their Spring collection with engaging Flash animations on the corporate site, but asks visitors to click through to Facebook to comment on each item. Terrific synergy, and solid participation, with more than 100 votes and comments on each garment.

7 Reasons Facebook Could Dominate Your Social Media Strategy

Google Keyword Ranking (Last 30 Days)



corporations & public

relations f
 with more
 companies
 Fortune 10
 in digital m
 speak freq
 and interv
 Twitter 2
 AZ where

Consultin

Connect

Ear

+1 602.61

Email

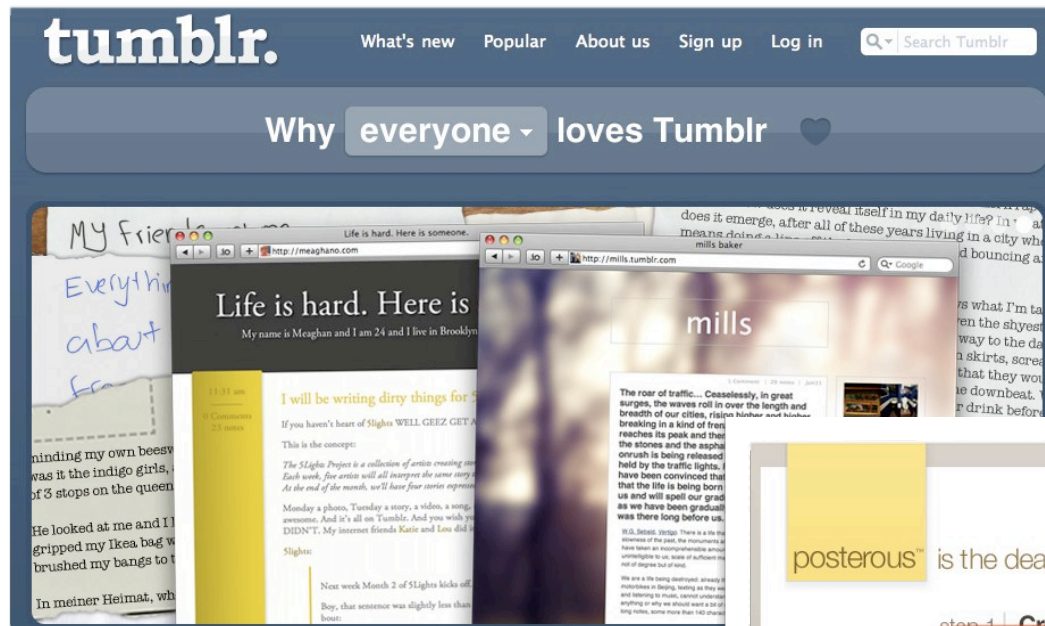
jason@con

Keywords

Keyword	Visits	% visits
social media strategy	568	14.91%
convince and convert	149	3.91%
jay baer	103	2.70%
jason baer	73	1.92%
email statistics	61	1.60%
view report		



Micro-Blogging



posterous™ is the dead simple place to post everything. just email us.





step 1 **Create an account.**
Skip it! No setup or signup

step 2 **Email anything to post@posterous.com**
Attach photos, video, MP3's, and files

step 3 **See the site you made**
We reply instantly with your new posterous at
<http://yourname.posterous.com>

"Quickest and easiest setup I've ever seen." —Huffington Post

Try it now by emailing post@posterous.com from

...or any other mail program. Posterous works wherever you have email.
[Email post@posterous.com »](mailto:post@posterous.com)

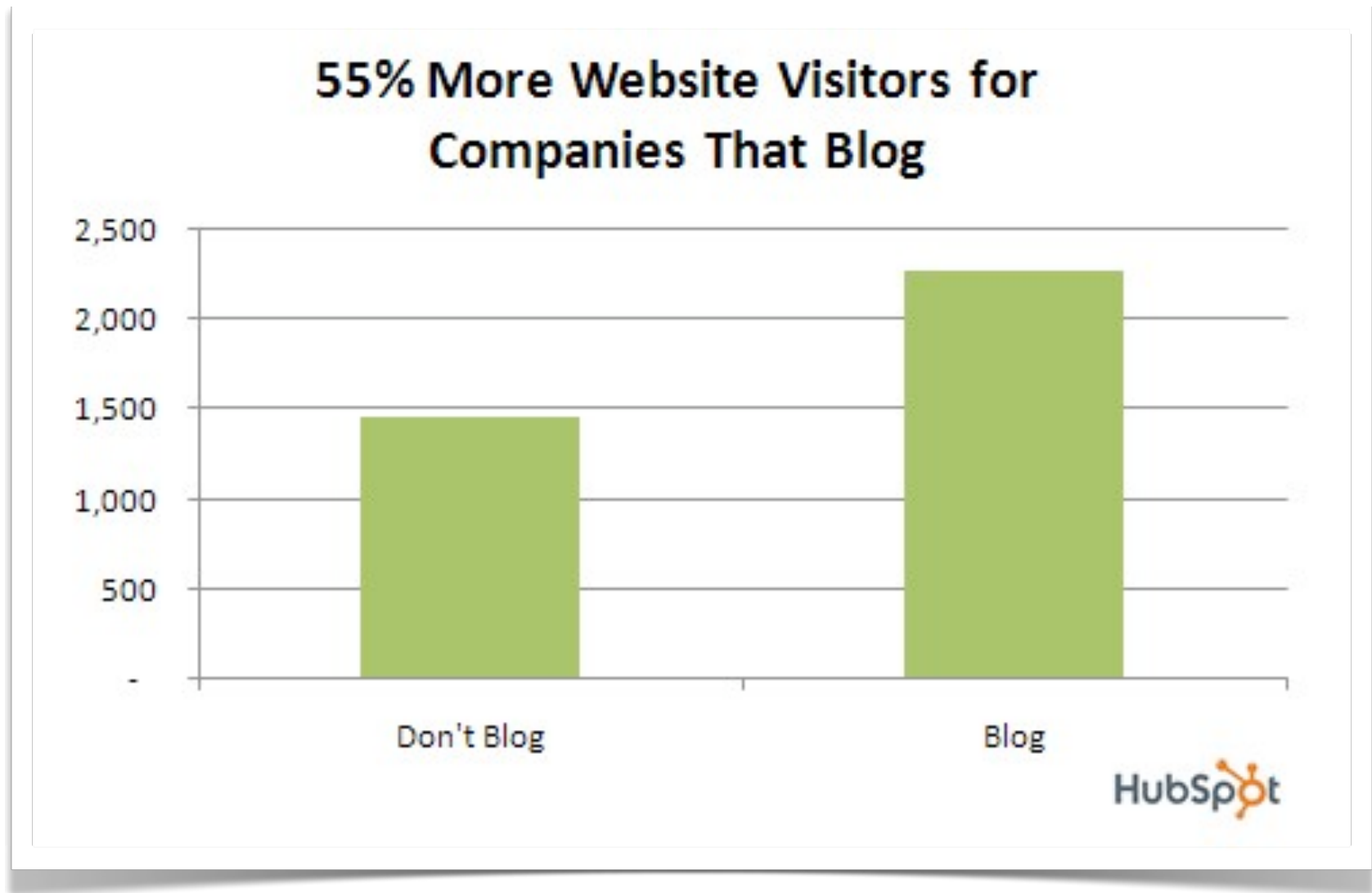
Returning user? [Login](#)

Who's it for?

- First timers
- Casual bloggers
- Social media pros
- Families and groups



Content = Traffic



Stuffing the Search Engine Results

Web Images Videos Maps News Shopping Gmail more ▾

chrisstetema@gmail.com |



swine flu symptoms

Search

Advanced Search

Web Show options...

Results 1 - 10 of about 14,600,000 for swine flu symptoms. (0.12 seconds)

Swine flu - Symptoms - Nov 4

Official NHS information on the **symptoms** of **swine flu**, including a list of the typical **symptoms** and how to check if your **symptoms** may be **swine flu**.

www.nhs.uk/Conditions/pandemic-flu/Pages/Symptoms.aspx - [Cached](#) - [Similar](#) - [ⓘ](#) [Ⓜ](#) [ⓧ](#)

Swine Flu Symptoms - What Is Swine Flu - H1N1 Influenza A - Swine ... - Nov 4

The H1N1 **swine flu** virus appeared in the U.S. last April and never went away. After sweeping the globe, U.S. H1N1 **swine flu** cases surged as schools opened ...

www.webmd.com/cold-and-flu/flu-guide/swine-flu-faq-1 - [Cached](#) - [Similar](#) - [ⓘ](#) [Ⓜ](#) [ⓧ](#)

Swine Flu Symptoms - 2 visits - Nov 4

Review common **swine flu symptoms**, which can include high fever, cough, runny nose, cough, and body aches, and how to tell the difference between **swine flu** ...

pediatrics.about.com/od/swineflu/a/409_symptoms.htm - [Cached](#) - [Similar](#) - [ⓘ](#) [Ⓜ](#) [ⓧ](#)

News results for swine flu symptoms



[H1N1 Swine Flu, regular flu, and the common cold, differences in ...](#) - 13 hours ago
What Are the **Symptoms** of **Swine Flu**, the Regular Seasonal **Flu**, and the Common Cold?
The **symptoms** of H1N1 **swine flu** and the regular seasonal **flu** are very ...

[Examiner.com - 159 related articles »](#)

[Six Things You Should Know About H1N1 \(Swine\) Flu -](#)

[New America Media - 5300 related articles »](#)

[Swine Flu in Pets - 13WHAM-TV - 830 related articles »](#)

CDC - Seasonal Influenza (Flu) - Key Facts about Swine Influenza ... - Nov 4

The **symptoms** of **swine flu** in people are expected to be similar to the **symptoms** of regular human seasonal influenza and include fever, lethargy, ...

www.cdc.gov/SWINEFLU/KEY_FACTS.HTM - [Cached](#) - [Similar](#) - [ⓘ](#) [Ⓜ](#) [ⓧ](#)

CDC H1N1 Flu | H1N1 Flu and You

2009 H1N1 (sometimes called "**swine flu**") is a new influenza virus causing For information about what to do if you get sick with **flu-like symptoms** this ...

www.cdc.gov/H1N1flu/qa.htm - [Cached](#) - [Similar](#) - [ⓘ](#) [Ⓜ](#) [ⓧ](#)

[Show more results from www.cdc.gov](#)

YouTube - Symptoms of H1N1 (Swine Flu)



3 min 25 sec - Apr 28, 2009 - ★★★★★

In this video, Dr. Joe Bresee, with CDC's Influenza Division, describes the **symptoms** of **swine flu** and warning signs to look for that ...

www.youtube.com/watch?v=0wK1127HqQ4 - [Related videos](#) - [ⓘ](#) [Ⓜ](#) [ⓧ](#)

Swine Flu Symptoms - Nov 4

If a child or adult exhibits one or more of these more serious **swine flu symptoms**, it is vital that they seek immediate medical attention. ...

www.swineflusymptoms.org/ - [Cached](#) - [Similar](#) - [ⓘ](#) [Ⓜ](#) [ⓧ](#)

Swine Flu Symptoms, Treatment, H1N1 Pandemic News, Vaccine and ...

Swine flu produces most of the same **symptoms** in pigs as human **flu** produces in people. **Swine flu** can last about one to two weeks in pigs that survive. ...

www.medicinenet.com/swine_flu/article.htm - [Cached](#) - [Similar](#) - [ⓘ](#) [Ⓜ](#) [ⓧ](#)

Flu symptoms self-assessment: Do you have the flu? - MayoClinic.com

Flu symptoms: H1N1 flu (swine flu)/seasonal flu, or common cold? ...

www.mayoclinic.com/health/flu-symptoms/FU00013 - [Similar](#) - [ⓘ](#) [Ⓜ](#) [ⓧ](#)

Swine flu: Symptoms - MayoClinic.com

Swine flu symptoms in humans are similar to those of infection with other **flu** ... **Swine flu symptoms** develop three to five days after you're exposed to the ...

www.mayoclinic.com/.../swine-flu/.../DSECTION=symptoms - [Cached](#) - [Similar](#) - [ⓘ](#) [Ⓜ](#) [ⓧ](#)

[Show more results from www.mayoclinic.com](#)

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Influenza Symptoms

Is It The Flu Or A Cold - Learn

The Symptoms

www.BeFluReady.com

Swine flu symptoms

Don't take a deep breath.

We have the answers you seek.

www.RightHealth.com/Swine_Flu

Swine Flu Symptoms

Learn how **Swine Influenza** differs

from the Common Flu and Colds.

www.EverydayHealth.com

Swine Flu Symptoms

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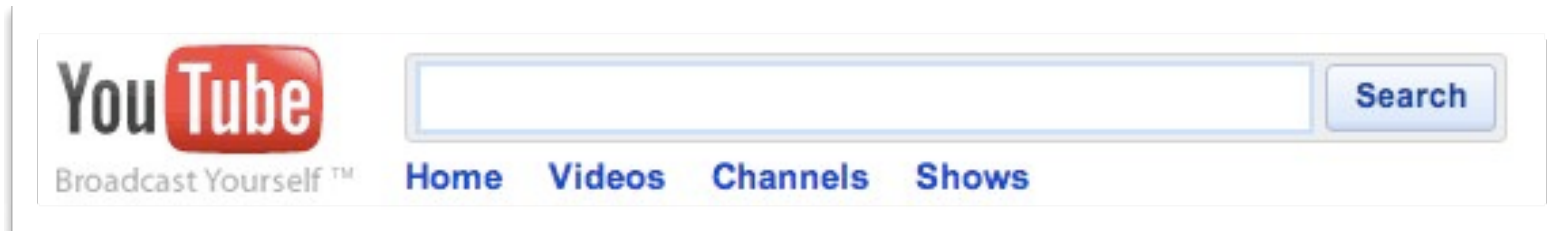
Blog

YouTube

Blog



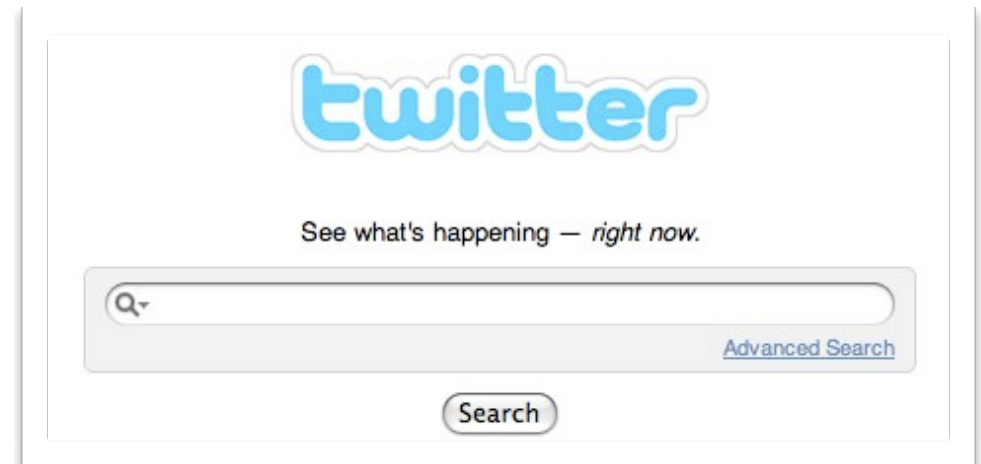
Searches Commencing on Social Destinations



The YouTube search bar features the YouTube logo on the left, followed by the tagline "Broadcast Yourself™". To the right is a large text input field and a "Search" button. Below the input field are navigation links: "Home", "Videos", "Channels", and "Shows".



The Facebook search bar has a dark blue header with the "facebook" logo and navigation links "Home", "Profile", and "Friends". Below the header is a white text input field and a blue "Search" button.



The Twitter search bar displays the "twitter" logo at the top. Below it is the text "See what's happening — right now." followed by a search input field with a magnifying glass icon. To the right of the input field is a link for "Advanced Search". Below the input field is a "Search" button.



The Yelp search bar has a red header with the "yelp" logo and the tagline "Real people. Real reviews.®". Below the header are two input fields: "Search for (e.g. taco, cheap dinner, Max's)" and "Near (Address, City, State or Zip)". To the right of the "Near" field is a "Search" button.




Video - The New Word of Mouth

**137 million Americans
watched online video in
December, 2009**

**10.7 billion videos
watched**



Content Isn't King. Optimized Content is King.



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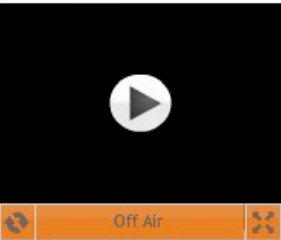
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HubSpot TV Show Notes

Episode 46 - June 26th, 2009

Intro

- How to interact on Twitter - [@mvolpe](#), [@karenrubin](#), [@bzzagentjane](#)
- Remember to subscribe in iTunes - <http://itunes.hubspot.tv>
- [Inboundmarketing.com](#) - new site where you can post questions, learn about inbound marketing, meet others, find and post jobs or sign up inbound

Interview with Dave Balter, [BzzAgent](#)

[Word-of-mouth marketing](#)

[The Word of Mouth Manual: Volume II](#)


- To launch the book Dave supplied 20 influential bloggers (Seth Godin, Tom Peters, Guy Kawasaki, Chris Brogan) with a free, advance digital copy that they then got to distribute to their readers. Only a few thousand hard copies of the book were printed and priced at \$45 on Amazon. (Each premium priced book on Amazon was autographed and came with an original piece of artwork from BzzAgent's artist-in-residence, Seth B. Minkin.
- Give away 10 copies using hashtg #monkey.
- Launched a little over a month ago, [BzzScapes](#) is a free-

HubSpot TV Marketing Video Podcast

HubSpot TV is a weekly video podcast covering all the inbound marketing news of the week with Karen Rubin and Mike Volpe. We broadcast live (right here on this page) every Friday at 4pm EST, and if you are in the Cambridge area, you are welcome to join our live studio audience (just contact Mike and Karen to RSVP - we're at One Broadway, Cambridge, MA 02142). Missed the live broadcast? No problem, [subscribe to HubSpot TV in iTunes](#) or subscribe to the HubSpot Blog by [email](#) or [RSS](#) (we publish the re-run of HubSpot TV on the blog over the weekend).

Participate in HubSpot TV

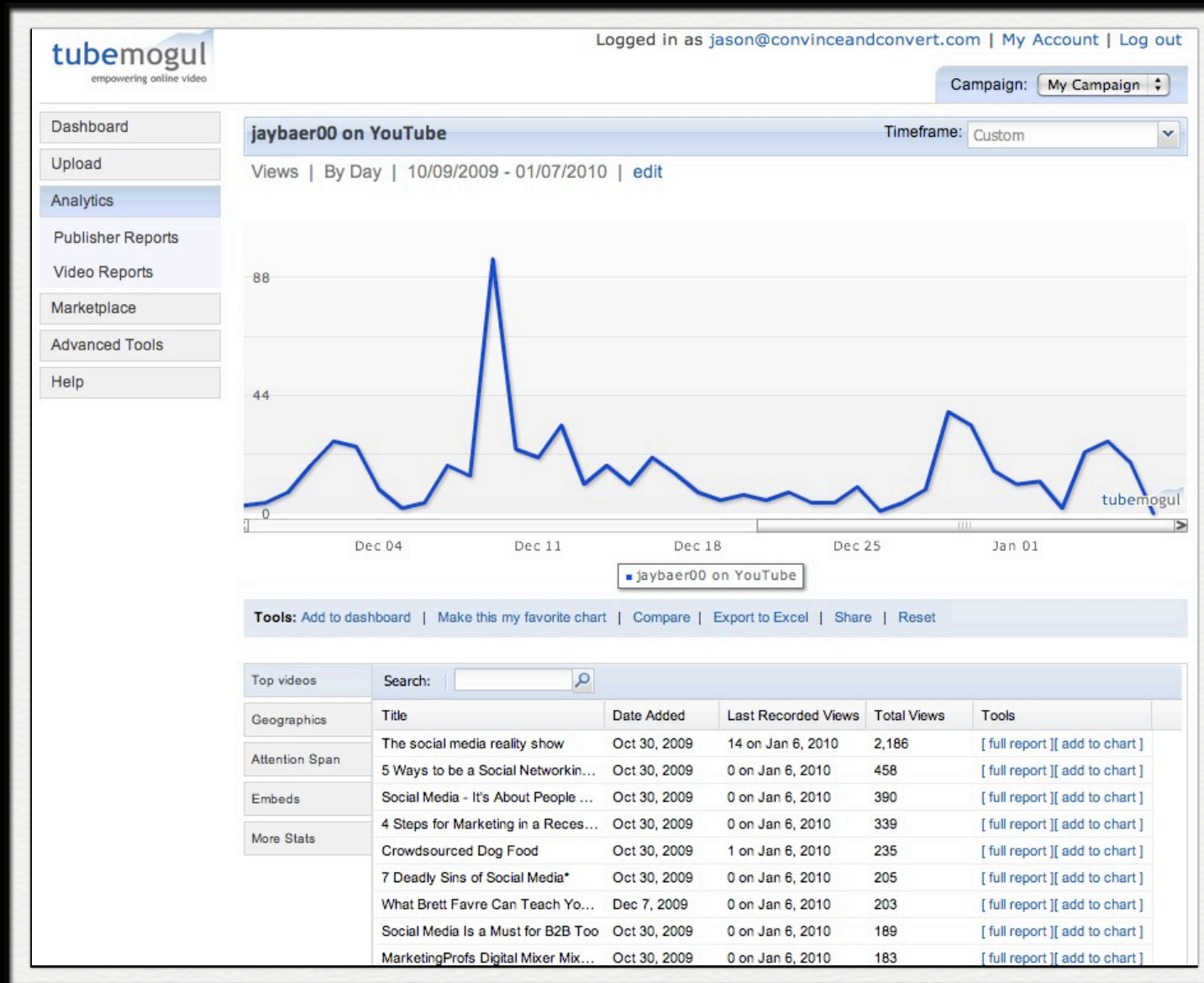
[Click here to post on Twitter during the show](#), feel free to tweet at [@mvolpe](#) or [@karenrubin](#), or just include <http://www.hubspot.tv/> in your Tweet. [Click here to follow the conversation on Twitter during the show](#) - remember, only Tweets including the text <http://www.hubspot.tv/> appear.



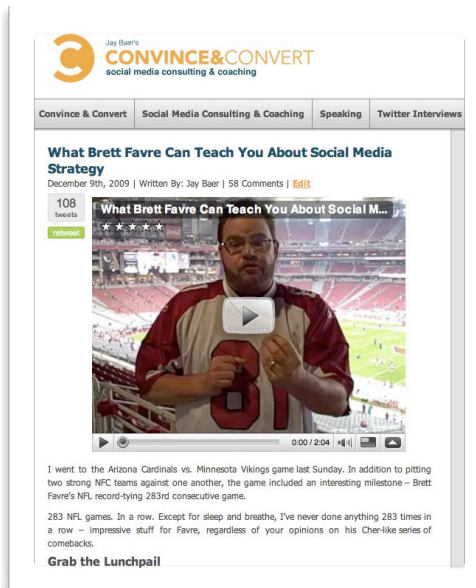
Annotation



Video Syndication & Reporting



Video Cross-Pollination



Micro/Mobile Video

The screenshot shows the 12seconds website. At the top, there's a navigation bar with the 12seconds logo, a welcome message, and links for 'about us', 'sign in / register', and a search bar. Below this, there are three main promotional banners. The first on the left promotes the '12cast iPhone App' as 'Super Simple Video for Twitter'. The middle banner features a large video camera icon and the text 'VIDEO MESSAGING IS HERE' for 1st gen, 3G & 3GS, with a '12 mail' logo. The right banner lists features: '12seconds is' followed by bullet points about sharing video moments, status updates to Twitter and Facebook, video messaging, and using mobile phones, webcams, or email. Below these banners, there's a video player showing a man's face with a play button overlay. To the right of the video player are three small video thumbnails with titles like 'Life is good.', 'Freebies', and '[Qik] Mobile video by Daynah'. At the top right of the main content area, there are tabs for 'Everyone', 'Featured', and 'Challenge'.

12seconds

Welcome to 12seconds! [about us](#) [sign in / register](#) [12](#)

12cast iPhone App
Super Simple Video for Twitter

VIDEO MESSAGING IS HERE
for 1st gen, 3G & 3GS

12 mail

12seconds is

- ▶ The easiest way to share video moments with your friends on the web
- ▶ Video status updates to Twitter and Facebook
- ▶ Video message your friends on Twitter and Facebook
- ▶ Use your mobile phone, webcam, upload, or e-mail

Sign in/up: [12](#) [f](#) [t](#)

Everyone Featured Challenge

Life is good.
by: alvaldez
location: 0 comments

Freebies
by: emmander
location: Home
0 comments

[Qik] Mobile video by Daynah
by: daynah
location: 0 comments

The screenshot shows the Qik website. At the top, there's a navigation bar with the Qik logo, the tagline 'See what happens', and tabs for 'Videos' and 'People'. There's also a search bar labeled 'Search Videos'. Below the navigation bar, there's a large banner with a yellow background. On the left, there's a cartoon illustration of a person sitting in a car, looking at a laptop screen that says 'LIVE'. A sign next to the car says '10000 MILES'. On the right, there's a text box that says 'Don't just send a picture. Share the experience.' Below this, there's a diagram showing a Qik mobile phone sending a 'Live mobile video' to a group of people labeled 'Friends & Family', with a speech bubble saying 'Wow!'. Below the banner, there's a section titled 'Share Awesome Experiences Like...' with three video thumbnails. The first is titled 'Welcoming a New Arrival' and shows a baby. The second is titled 'Friday Night at the Game' and shows a football stadium. The third is titled 'Travel Adventures' and shows a landscape. To the right of these thumbnails, there's a section titled 'Why Use Qik?' with text explaining that Qik is the easiest way to share everyday life experiences and that live updates will be sent to friends on social networks.

qik

See what happens

Videos People

Search Videos

Turn your iPhone 2G, 3G in to a video camera

Don't just send a picture. Share the experience.

Live mobile video

Wow!

Friends & Family

Share Awesome Experiences Like...

Welcoming a New Arrival
Share life's most precious moments. Here Elena holds

Friday Night at the Game
Keep your friends in the know. In this video Curtis shares with

Travel Adventures
Share your travels from wherever you are. Here Julien


Why Use Qik?

Qik is the easiest way to share everyday life experiences with your friends and family, as they happen.

We'll send out live updates to your friends on your favorite social networks; you can even sign into Qik using just your Facebook or Twitter login! [f](#) [t](#)





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coldwellbanker
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The new coldwellbanker.c...
coldwellbanker
1,633 views




How Long Do House Parts Last?
coldwellbanker
1,118 views



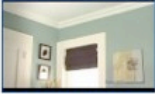
Home Buyer Tax Credit Extension
coldwellbanker
2,885 views




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Coldwell Banker iPhone App:
coldwellbanker
2,256 views



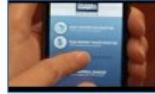
5 Tips for Getting Inexpensive Home
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Real (Estate) Opinions: Men vs.
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Coldwell Banker iPhone App:
coldwellbanker
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Coldwell Banker App for the Google
coldwellbanker
395 views



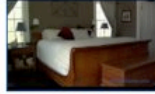
Coldwell Banker Home Search on
coldwellbanker
549 views




Save While You Splurge
coldwellbanker
598 views




4 Ways to Avoid a Costly Kitchen
coldwellbanker
890 views



Top 5 Renovations That Pay
coldwellbanker
961 views



5 Tips for Getting Inexpensive Home
coldwellbanker
482 views



coldwellbanker

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Profile

Channel Views: 617,941

Total Upload Views: 338,940

Coldwell & Banker Ask...

How do you share properties you find online?

☐ Email

☐ Social networks

☐ Print them out

☐ Bookmark them

Presenting the new Learn section on coldwellbanker.comThe latest real estate news from the Associated Press Interactive real estate tools & calculators 

Podcasting

blogtalkradio.com

Home | On Air | Featured | Popular | Networks

Browse Categories: Entertainment, Family, Music, Sports, Politics, Business | Customize List

Featured Talk Radio Shows



Alan Levy: CEO, Blog Talk Radio
Host: [Be The Media](#)
Category: Business
Tags: alan levy, david mathi...



TheOneRing.net on BlogTalk Ra...
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Category: Entertainment
Tags: andy serkis, lan mckel...



Happy? Get Valuable Tips w...
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Category: Self Help
Tags: happiness, gab with th...



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Category: Automotive
Tags: car seat, child saf...

Upcoming Live Talk Radio Shows



Quick-n-Dirty Podcast
Host: [QuicknDirty](#)
Category: Social Networking
Tags: exec twitter, mediaphy...



Fringe's Ashley Edward Miller
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Tags: hinman, alpha wa...



Vet Doc with Dr. Clyde Brooks
Host: [Clyde Brooks](#)
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Tags: pets, animals, clyde b...



Kate OHare, Hot
when: Today 4:00 PM



NatGeos Dog Town
when: Today 5:00 PM



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when: Today 5:00 PM

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Mon, 12 October 2009
Hottie & The Fatso Review Flagstaff Brewing Co. 10-12-09
Hottie & The Fatso review Flag Brew, a restaurant/bar combo.
Direct download: [Hottie_Fatso_Flag_Brew_10-12-09.mp3](#)
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Jeep. community, home base It's part networking site, part movie theatre, part slide show – and a zillion other things to its fans and followers. Look around. Contribute.

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Jeep® life, a 24-7 thing.
★★★★★





0:00 / 1:20

To make, to find, to show


As summary statements go, imagine this area as a net — collecting examples of *having fun out there* in videos, in photos and in writing. After a while, it's reloaded with new batches of goodness. Check back often.




[del.icio.us](#)





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Home > Search Results for "nail polish" 1 - 10 of 27,843

Search Results for "nail polish"

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www.essieshop.com - Buy direct from Essie®. Over 300 nail polish colors in stock everyday.

nail polish?
how do i get nail polish out of pants not jeans.. light tan in color. can anyone help?? ... Try some rubbing alcohol.
Asked by [wildfire](#) - 3 years ago - [Cleaning & Laundry](#) - 5 Answers - Resolved Questions

Nail-Polish?
what can i use instead od nailpolish remover to remove my nail polish please help/ ... Use nail polish. Heavily put on the lightest color you have available and quickly wipe...
Asked by [A_Amazin](#) - 3 years ago - [Other - Beauty & Style](#) - 3 Answers - Resolved Questions

How do you prevent nail polish from hardening and gooey?
I buy a bottle of nail polish. Then four months... of that same color nail polish? ... Put a bit of nail polish remover in it and then shake the bottle. It will thin the polish...
Asked by [CHRISTIne77](#) - 1 year ago - [Makeup](#) - 16 Answers - Resolved Questions

How do you make nail polish last longer?
...get a manicure, the nail polish chips off... to help the polish bond to the nail and last

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Best selection Naturistics Nail Polish - FREE...
www.DiscountCosmeticOutlet.com

[Discount Beauty, Spa & Nail Supplies #1](#)
OPI Nail polish, China Glaze, GiGi Wax, Fungus care,...
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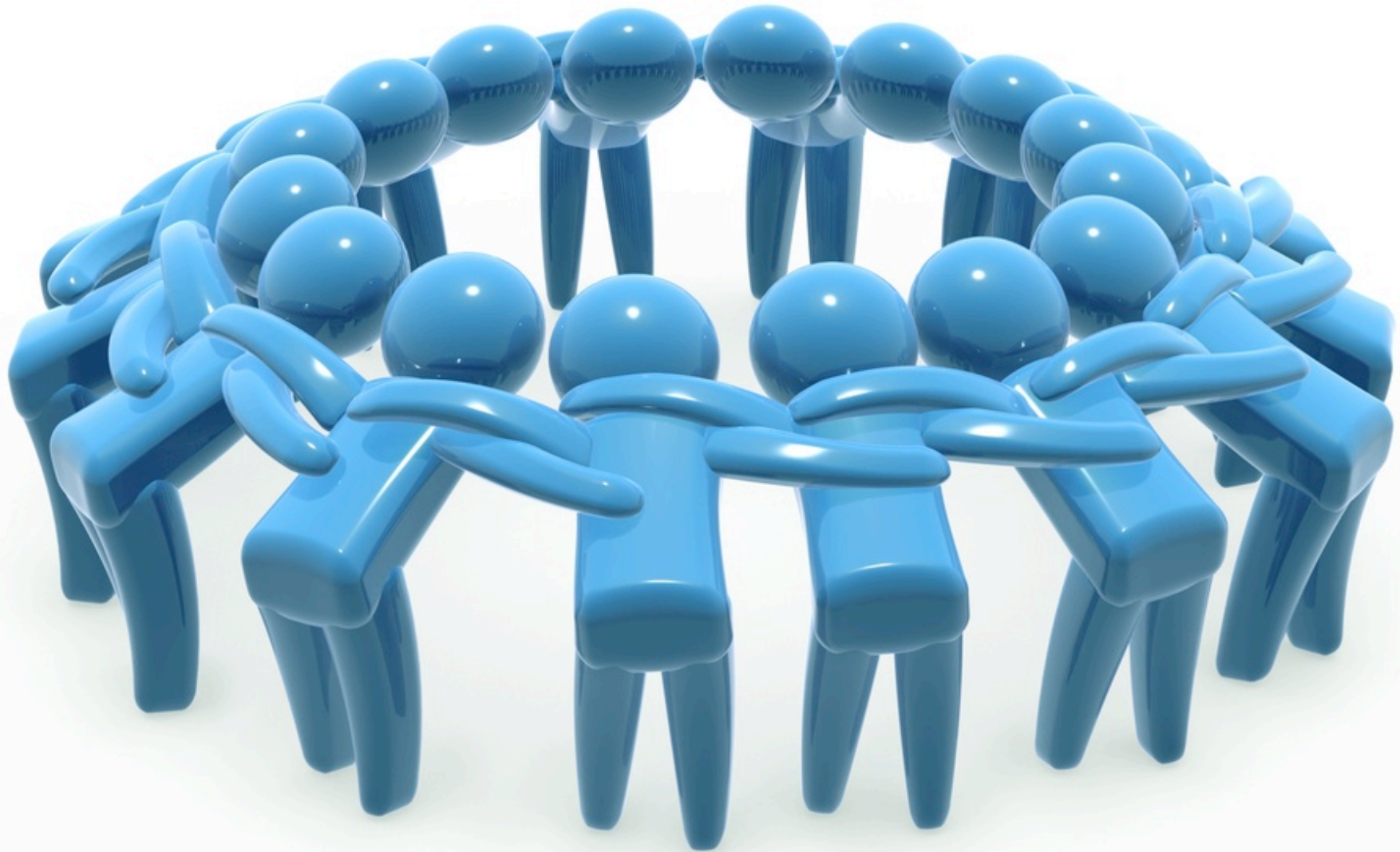
[Nail De Royale](#)
Professional Nail Products at Super



Think Like Your Customer, Tell Stories



Brand Communities



Is Facebook Your Home Base?

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New England Patriots Become a Fan

Wall Info Fan Zone Photos Boxes

Click the link above to become a fan!

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Increase your odds of winning by drafting your friends.

TEST YOUR KNOWLEDGE

ARE YOU PATRIOTS SMART?

Find out in the Patriots Trivia Challenge.

Play Now!

Sponsored by verizon

GIVE PATRIOTS GIFTS

Send virtual Patriot gifts to your friends

VIEW ALL GIFTS

WHAT'S YOUR GAME PLAN?

Select Message

Select Image

PATRIOTS POLL

facebook Home Profile Friends Inbox 223 Jay Baer Settings

vitaminwater Become a Fan

Wall Info 50 sound lab flavorcreator new moon Video >>

the twilight saga
new moon
11.20.09
NEWMOONTHEMOVIE.COM

VIDEOS - VITAMINWATER NEW MOON SPOT

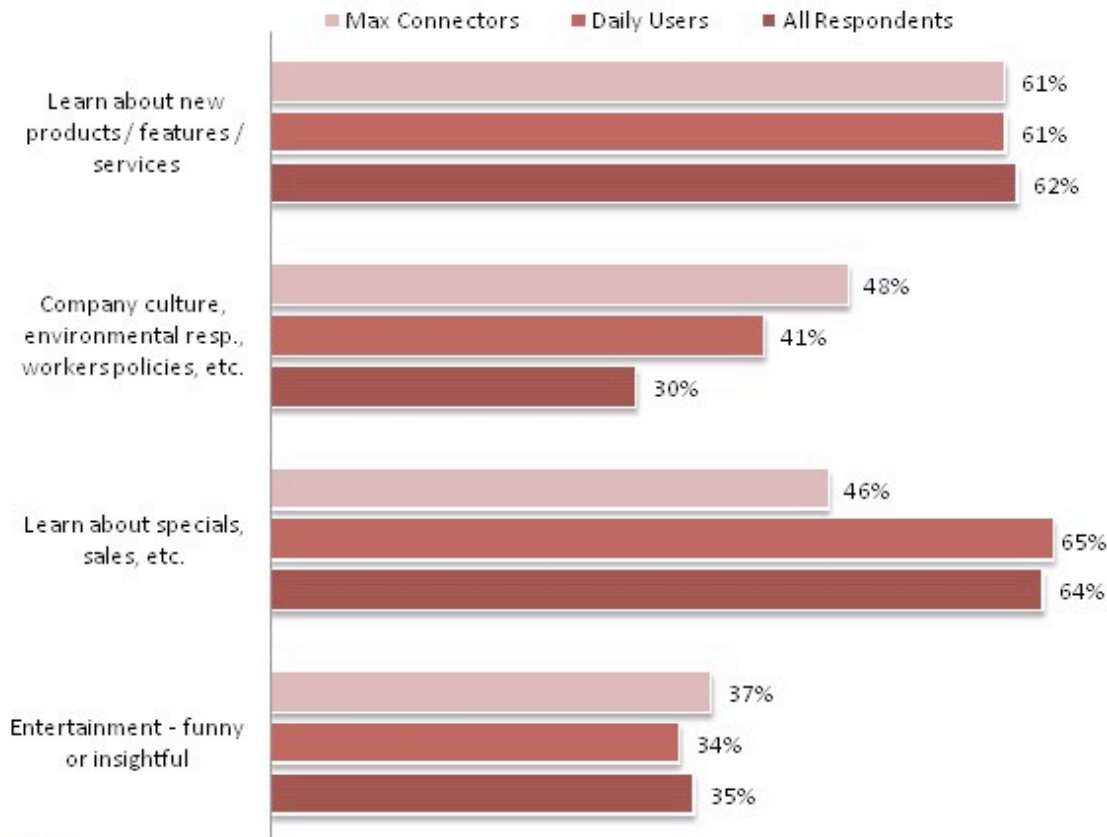
PHOTOS



Create a Rationale

**Consumers
“Fan” Only 2
New Pages/
Month on
Facebook**

New Chart: Why Consumers Friend or Follow Companies



 **MarketingSherpa** ©2010

Source / Methodology: MarketingSherpa and Survey Sampling, Popular Media Study / Fielded Dec 2009, N=1,314



Ask for Feedback



It's About Them, Not You



\$5 FIESTA!

THIS DESERVES A HIGH FIVE!

Burrito. Chips. Salsa.

CALIFORNIA TORTILLA

Add to My Page's Favorites

Suggest to Friends

Hey fans – make sure to follow us on twitter @caltort

Click here for a free taco...
<http://tinyurl.com/tacotalk>

Fans

6 of 7,481 fans See All



Jing Lu



Corey Adkins



Nathelene McMillan Moore



Andrew Lopez



Ashley DiBiaggio



Wellington Liu

Photos

1 album See All



Wall Photos
Updated last Monday

california tortilla [Become a Fan](#)

Wall Info Boxes Photos

california tortilla + Fans **Just california tortilla** Just Fans

 **california tortilla** Today's winner of free burritos for a year is Andrew Moore. Andrew is a very nice Grandson: With \$5 i would treat my 85 year old great grandmother to a lunch from her favorite great grandson at my favorite restaurant and pass along the flavor of amazing. Also i could spend time with someone whos done so much for me and...

See More

Fri at 9:06am

7 people like this.



Nanyamka ★ Payne THAT'S WONDRFUL! What a GREAT grandson!

Fri at 9:07am · Report

 **california tortilla** Susan McKisson is today's winner of free burritos for a year...a trip to see the Giant Mouse... With \$5 a week set aside in a drawer, I can save enough money for a trip to see Pop-pop and Grandma in Florida this summer. Combine that with the free tickets to Disney we are earning by doing volunteer work as a family, we...

See More

Thu at 12:30pm

3 people like this.



Nanyamka ★ Payne CONGRATS!

Thu at 12:32pm · Report



Susan Bailey McKisson WOHO, I am soooo excited! Thank you Cal Tort!!!

Thu at 12:39pm · Report



Toni Ross Good for you, what a plan and congrats on volunteering too

Thu at 4:22pm · Report

 **california tortilla** OK – we are always suckers for stuffed animals – here is Sarah Sansolo's winning \$5 video entry <http://www.youtube.com/watch?v=9H3IELxRWxl>

January 20 at 8:28am



Facebook Success Tips

Get a URL

Have a Plan

Map Conversions (set landing page)

Create Consistent Content (3x/day)

Targeted Content

Ask Questions (4/1000 in news feed)

Mix Content Types (wall posts not very important)



Smart Landing Pages



The screenshot shows a Facebook interface for the 'Flowtown' page. The top navigation bar includes 'facebook', 'Home', 'Profile', 'Friends', 'Inbox 234', 'Jay Baer', 'Settings', and 'Logout'. The Flowtown header features a logo, 'Wall', 'Info', 'Become a Fan!', 'Boxes', 'Photos', 'Video', and a double arrow. A prominent call-to-action box says 'Become a fan for prizes and benefits just for our Facebook community'. Below this is the Flowtown logo and a description: 'Turn email addresses into Social Connections. Flowtown turns email addresses into social connections allowing you to heighten engagement and retention with existing customers & contacts.' An annotation arrow points to the 'Become a fan' text. Another annotation arrow points to the text 'Sharing is caring! Tell your friends about Flowtown'. The bottom section is titled 'Invite Your Friends To Join Us' with a 'Skip' button and a subtext 'Add up to 6 of your friends by clicking on their pictures below.' It includes a 'Find Friends' search bar and a list of friends: Aaron Bracamonte, Aaron Jones, Aaron Kahlow, and Aaron Post. A 'Filter Friends' dropdown and 'All Selected (0)' buttons are also present.

facebook Home Profile Friends Inbox 234 Jay Baer Settings Logout

Flowtown

Wall Info Become a Fan! Boxes Photos Video >>

Become a fan for prizes and benefits just for our Facebook community

 **Flowtown™**

Turn email addresses into Social Connections
Flowtown turns email addresses into social connections allowing you to heighten engagement and retention with existing customers & contacts.

Sharing is caring!
Tell your friends about Flowtown

Invite Your Friends To Join Us Skip

Add up to 6 of your friends by clicking on their pictures below.

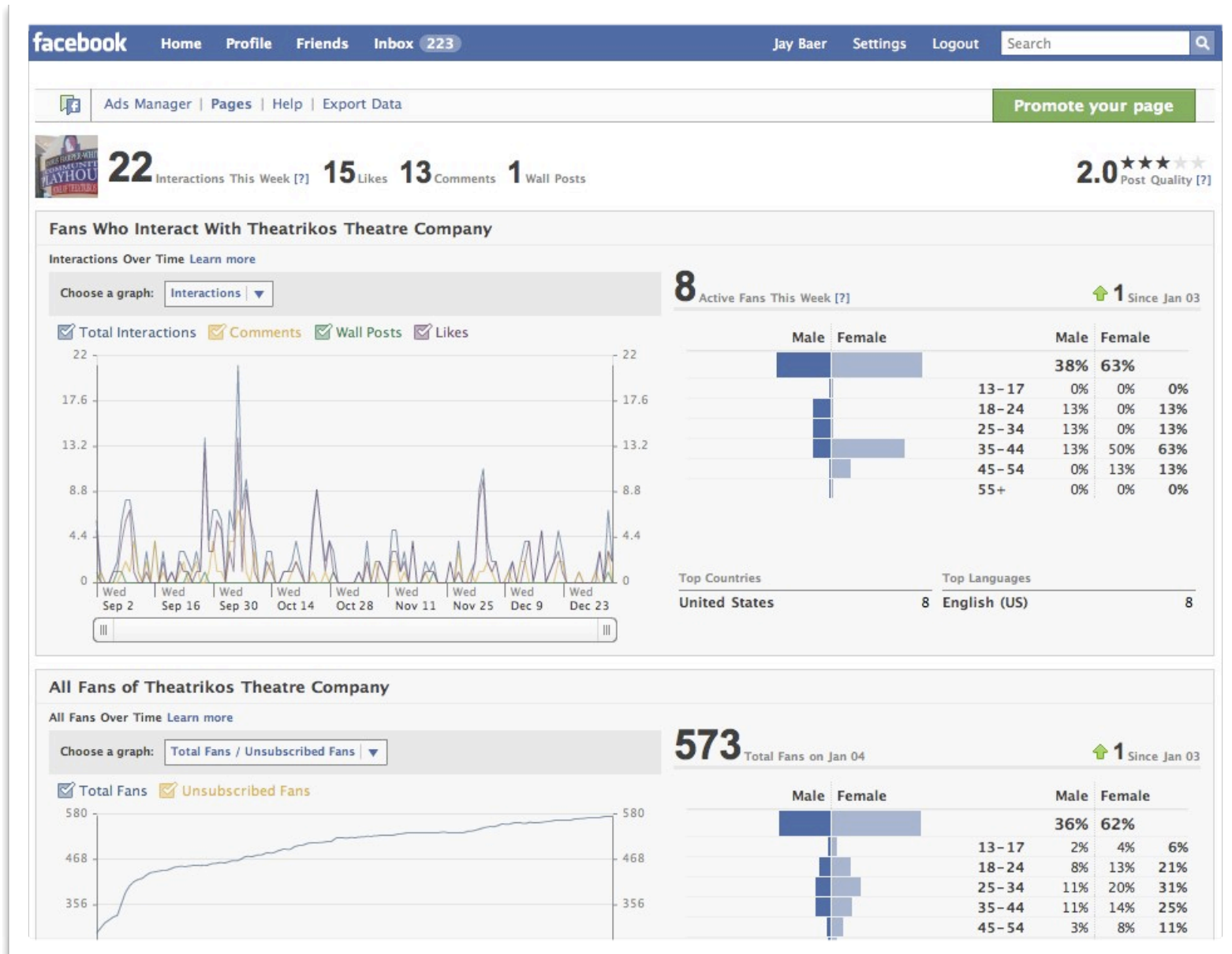
Find Friends:

Filter Friends ▼ All Selected (0)

 Aaron Bracamonte  Aaron Jones  Aaron Kahlow  Aaron Post



Use Metrics



Facebook Ads

Advertise on Facebook

Get started in three easy steps.

[Copy an existing ad](#)

1. Design Your Ad

Destination URL. Example: <http://www.yourwebsite.com/>.

[http://](#)

I want to advertise something I have on Facebook.

Title 25 characters left.

Body Text 135 characters left.

Image (optional)

[Choose File](#) no file selected

Example Ad

This is a sample ad.

Facebook Ads

Advertise your own web page or something on Facebook like a Page, Event, or Application.

Image

Image will be resized to fit in a 110x80px box.

Approval Process

Ads are reviewed to ensure that they meet our content guidelines. We recommend reviewing:

[Suggested best practices](#)

[Common Reasons for rejection](#)

More Help

[Design Your Ad FAQ](#)

2. Targeting

Location:

[United States](#) [×](#)

- ☒ Everywhere
☐ By State/Province
☐ By City

Age:

[18](#) - [Any](#)

Birthday:

☐ Target people on their birthdays

Sex:

☐ Male ☐ Female

Keywords:

Education:

- ☒ All
☐ College Grad
☐ In College
☐ In High School

Workplaces:

Relationship:

☐ Single ☐ In a Relationship ☐ Engaged ☐ Married

Interested in:

☐ Men ☐ Women

Targeting

By default, Facebook targets all users 18 and older in the default location. You can change any targeting specifications you wish.

Location

Facebook Ads uses IP address and a user's profile information to determine a user's location.

Keywords

Keywords are based on information users list in their Facebook profiles, such as Activities, Favorite Books, TV Shows, Movies, etc.

Connections

Connections are users who have become a fan of your Facebook Page, a member of your Group, RSVP'd to your Event or authorized your Application.

More Help

[Ad Targeting FAQ](#)



Facebook E-commerce

The ACME Tee Deal of the Day. Only on Facebook. Buy now!



Classic Graphic Tee

Our timeless tee gets an update with retro-styled stars. Yarn dyed and washed for a soft, comfortable feel.

Choose Your Color

Size

Item	\$16.49
Facebook Discount	-\$5.00
Estimated Shipping	FREE
<hr/>	
Estimated Total	\$11.48

[Proceed to Checkout >](#)

[Conditions of Use](#) | [Privacy Notice](#) | © 2009, Resource Interactive

Complete in-wall checkout process



The ACME Tee Deal of the Day. Only on Facebook. Buy now!

Enter your credit card information:

(You can review this order before it's final.)

Card number

Credit Card Type

Select

Name on card

Expiration Date

Month Year



Item	\$16.49
Facebook Discount	-\$5.00
Shipping	FREE
Sales Tax	\$0.00
<hr/>	
Order Total	\$11.48

[Continue >](#)

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Use Fanbox



**Herbal
essences**
hair care and color products

[home](#) [products](#) [product selector](#) [get the look](#) [special offers & news](#) [buy it now](#)

toss & turn your hair with

tousle me softly

collection

[see the collection](#)



[teach me to tousle](#)

[ExpoTV gets you tousled](#)

[fan us on facebook](#)



Herbal Essences on
Facebook

[Become a Fan](#)

[Herbal Essences](#) on Facebook

[star style & celebrity trends](#)

[see all promos](#)

little pink style book

Had a change of hair style heart?
Use our how-to videos and step-by-step
styling to find your best tousled hair style!

[Find your new look](#)

On-the-go access!

Get the 411 on our latest
collections, quizzes, polls and
videos all **on your phone** at
herbalessences.com.



Meet face-to-Facebook

Feeling social? Make the connection
with other Herbal Essences lovers
on our Facebook page.

[Become a fan](#)





Get soft, **touchable**
tousled hair

Our Tousle Me Softly Collection
goes past perfect for a totally
tousled look.

[see the collection](#)

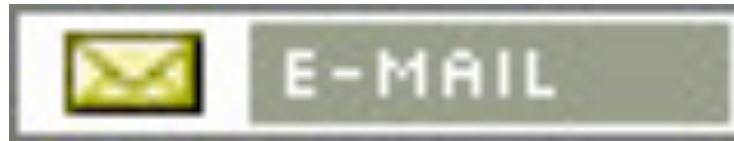


Twitter & Social CRM

LINE
STARTS
HERE



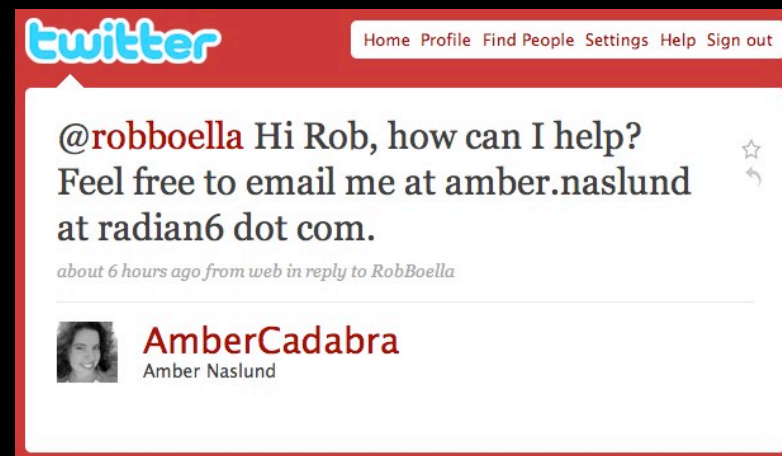
Customer Service Evolves



twitter



The New Help Line



6 Keys to Social CRM Success

Listening Protocol

Response Matrix (who, when, what)

8x1 Rule

Setting Expectations

Crisis Plan (who, how)

Organizing the Fire Hose



Listening & Reacting

tweetbeep))

Google alerts
beta

jasoncbaer@gmail.com | [Settings](#) | [FAQ](#) | [Sign out](#)

Welcome to Google Alerts

Google Alerts are email updates of the latest relevant Google results (web, news, etc.) based on your choice of query or topic.

Create a Google Alert

Enter the topic you wish to monitor.

Search terms:

Type:

How often:

Email length:

Deliver to:

Create Alert

Google will not sell or share your email address.

socialmention*

[Blogs](#) [Microblogs](#) [Bookmarks](#) [Comments](#) [Events](#) [Images](#) [News](#) [Video](#) [Audio](#) [Q&A](#) [Networks](#) [All](#)

tinderbox kitchen

Search

[Advanced Search](#)
[Preferences](#)

0%
strength

15:1
sentiment

18%
passion

11%
reach

15 hours avg. per mention

last mention yesterday

53 unique authors

8 retweets

Sentiment

positive 44
neutral 58
negative 3

Top Keywords

flagstaff 19
issue 16
facebook 14
blog 13
april 12
myspace 10
feature 10
pipe 10
home 10
tobacco 10

Top Users

Admin 7
Tinderbox 7
Kitchen 3

Mentions about tinderbox kitchen

Sort By: Results:

Results 1 - 15 of 105 mentions.

[Little blog of horrors: Daffodil Girl.](#)

Tinderbox and Nanakusa are my faves at the mo. 11. Pretty characters like Hello Kitty, Julius and Friends, and all the legends of the Studio Ghibli films and Disney....
mydollface.blogspot.com/2010/03/daffodil-girl.html
yesterday - by Rogue on [google blog](#)

[The Woodlands's MySpace Blog](#)

... about it just a bit.About two months ago we entered a contest being hosted by Tinderbox ... UNTIL THE DAY DIMSV1That day Saturday took us to your doorSat in the ...
blogs.myspace.com/Modules/BlogV2/Pages/RssFeed.aspx?friendID=265627864
2 days ago - on [myspace](#)

[RT @azhighways: Just got our April issue in. Proud to feature Tinderbox Kitchen in Flagstaff on the cover of our 3rd Annual "Best Restaurant..."](#)

twitter.com/shbeetle/statuses/9903692757
2 days ago - by [shbeetle](#) on [twitter](#)

[Romsey Beggars Fair's MySpace Blog |](#)

Kitchen Sync KITCHEN SYNC Isabel, Pippa, Mary, Ulrike, Jane, Sally and Stevie. ... After a busy 12 months writing and recording, Tinderbox are now actively looking t...
blogs.myspace.com/index.cfm?fuseaction=blog.ListAll&friendId=280265103
2 days ago - on [myspace](#)

[RT @azhighways: Just got our April issue in. Proud to feature Tinderbox Kitchen in Flagstaff on the cover of](#)

Nearby
tweets

[Home](#)

[Preferences](#)

[Share on Twitter](#)

Tweets nearby [Flagstaff, AZ](#) about [anything](#)



[Kryu](#) Played few rounds of Age of Booty. Game is hella lot easier to play on xbox than PC.still can't figure out how to lay a curse on pc version FLAGSTAFF, AZ



[Dave Ensigen](#) Paterson Still Governor, for Now: Governor Paterson says he will be the governor on Friday, but does not say... <http://tinyurl.com/ybuqjpd> FLAGSTAFF AZ



[crystina_ashley](#) Tonight will consist of my famous bacon potato cheddar soup, an entire bottle of vino, and Real Housewives OC finale! UT: 35.19448,-111.635472



[glennayze](#) I had a terrible horrible no good very bad day... I think I'll move to Australia! FLAGSTAFF, AZ



[alew](#) Love my "stolen" Droid -: Steve Jobs: "We have always been shameless about stealing great ideas." #Apple <http://bit.ly/aUDgLG> FLAGSTAFF, ARIZONA



[alew](#) Hah! - I knew it! - "Liberals, Atheists Are More Highly Evolved?": People who later admitted to being "not at all ... <http://bit.ly/aGZy00> FLAGSTAFF, ARIZONA



[crystina_ashley](#) @Sethary haha well I don't have a "redneck" alter ego. But our standard alter egos are married. Lolita Valequez + Remington Winchester <3 UT: 35.19448,-111.635478

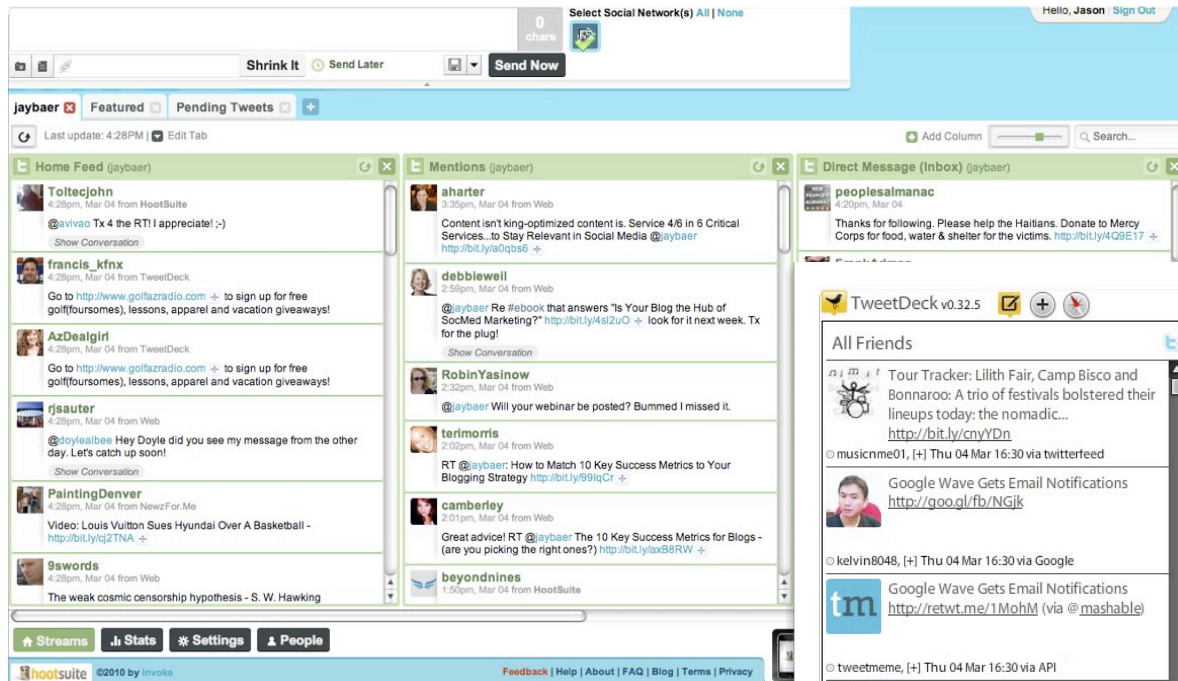


[IwasakiMinami](#) @halcy it's a 3x3x3 dodecahedron puzzle. TOKYO, JAPAN "FLAGSTAFF, AZ"

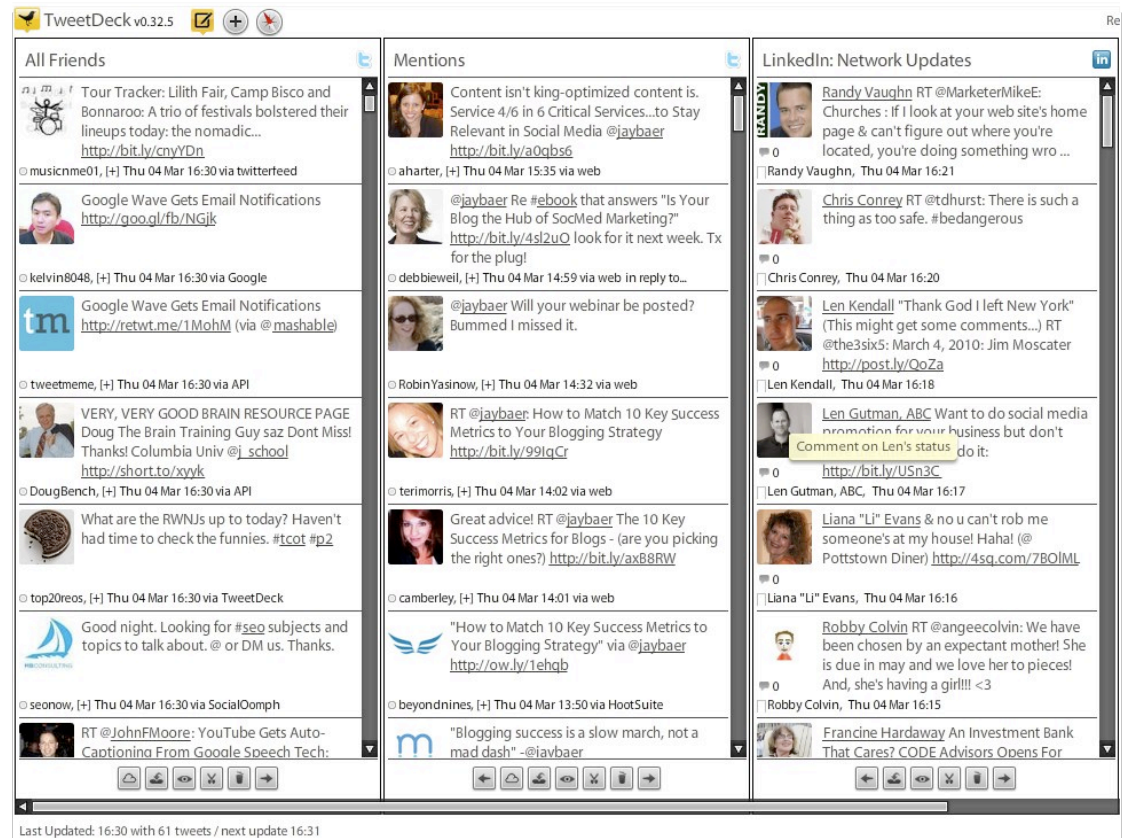


Pro Twitter Clients

hootsuite.com



tweetdeck.com



Find Followers/Influencers

TOPSY BETA

Search

tinderbox flagstaff

topsy.com

6

retweets

retweet

reply

Just got our April issue in. Proud to feature Tinderbox Kitchen in Flagstaff on the cover of our 3rd Annual "Best Restaurants in AZ" issue

twitter.com/azhighways/status/9840869336



azhighways

Influential

6 Retweets



Twellow

The Twitter Yellow Pages.

Browse

All Categories

Search

TwellowHood

Friends

Followers

Suggested Users

Search:

Within: Search All Profiles

Search

Advanced Search Tips

2.50 billion followers,
17.2 million Twitter profiles

Register for FREE Log In

Watch Google's Matt Cutts LIVE with WebProNews at SMX in Santa Clara, CA
>> At Live.WebProNews.com - 1:00 PM PST / 4:00 PM EST

VerticalResponse
SELF-SERVICE EMAIL MARKETING

Watch your business GROW

Sign Up Today for your Free Trial of VerticalResponse Surveys!

YOUR BUSINESS
Start Your FREE
30-Day Trial
Test it Out
100 Free Responses!

Welcome to Twellow!

Twellow is a directory of public Twitter accounts, with hundreds of categories and search features to help you find people who matter to you.

Please take the time to [register for FREE](#) with us. Registering will allow you to [update](#) your Twellow profile and categories, [add links](#) to your other social media profiles, [create an extended bio](#) with whatever information and links you would like to add, and [easily follow](#) other Twitter users right from Twellow!

[Looking for local people? Try Twellowhood!](#)

Aerospace & Aviation

Pilots, Air Force, NASA...

Arts

Music, Design, Painting...

Associations & Organizations

Nonprofit, Animal Welfare, Humanitarians...

Automotive

Energy

Oil & Gas, Solar, Conservation...

Entertainment

Movies & Filmmaking, Fashion, Television...

Family

Babies, Daughters, Sons...

Financial Services

News

Journalists, Reporters, Weather...

Politics

Conservative, Liberal, Republican...

Publishing

Authors & Writers, Books, Photography...



twellow.com

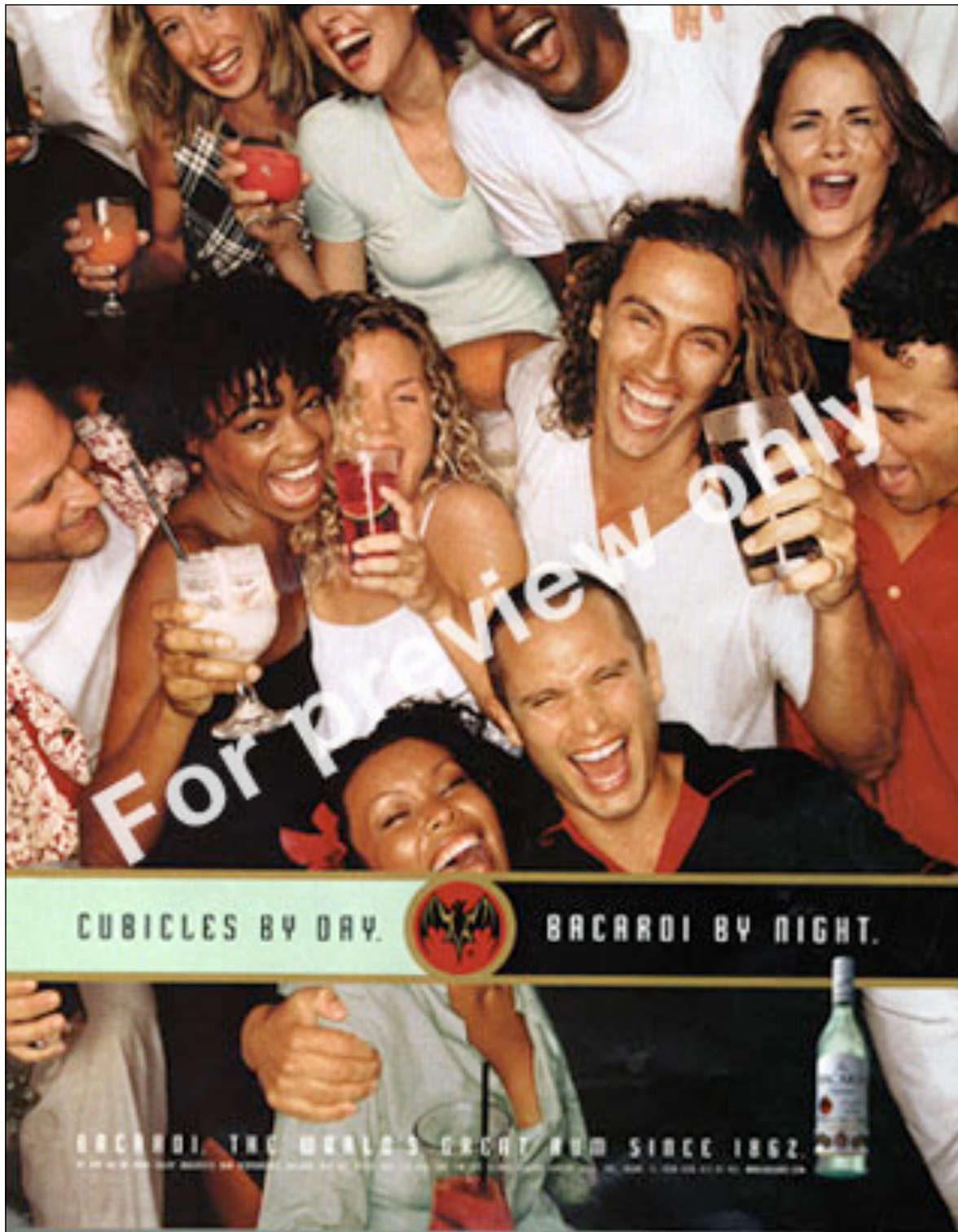


And, Being Personal



**Your Real
Life is More
Interesting
Than Your
Job.

Period.**



6 Dangerous Fallacies



It's Inexpensive

It's Fast

It's Viral

You Can't Measure

It's Optional

It's Hard



Jay Baer

Social Media Strategy

www.convinceandconvert.com

[@jaybaer](https://twitter.com/jaybaer)

